

*This is the premier appearance of Certification Corner. The purpose of this column is to provide ongoing information about the National Certification Project. It will be a regular feature in Hands On, so look for this column in future issues.*

# Certification Corner

by Elliot Greene

In August of 1988 the AMTA National Board of Directors unanimously approved a plan to develop a national certification exam in massage therapy. Not much has been published about the national certification project after it was first announced. This column, along with other upcoming efforts, is intended to fill this "information gap" and:

- Give an accurate picture of what certification represents.
- Share the enthusiasm and commitment felt at the national level.
- Convey to you the benefits of becoming nationally certified.

In January 1989, I was named Project Manager of the National Certification Exam Program. The major responsibility of this position is to act in an executive capacity in guiding the development of the project. Since my appointment, I have spent a great deal of time consulting with recognized experts in the field of professional certification and credentialing, developing an expertise in this complex subject, and doing the groundwork of laying the foundation for the certification process.

The National Certification Project will be initially guided by a National Steering Committee. Applications for the committee have been solicited and more than 70 applications have been received over the last few

months. The selection of the committee will be made soon. One of the first tasks of the committee will be to hire a nationally known and respected testing company that will, in concert with the committee, do the preliminary studies required (such as a job analysis) and the actual test development. Certification will be voluntary, and the certification program will be based on the objective development of an examination to be administered independently by a certification board. Eligibility to take the exam will be independent of Association membership or any other professional affiliation. The first administration of the new certifying exam is projected to take place in the Fall of 1991.

At the National Convention in Toronto, I, along with National Director of Education Pat Benjamin, made a major two hour presentation to the National Board of Directors on credentialing and certification. Briefer presentations were made to the Presidents Council and the General Assembly. When addressing the membership, the following commitments were made:

- To keep you informed.
- To elicit your valued input.
- To develop a certification program that meets or exceeds the rigorous standards that exist for certification programs so that the massage

therapy profession is graced with a high quality credential.

As part of this commitment, you will be receiving a special mailing on certification. It will contain a booklet conveying the benefits of certification, a brochure explaining what certification is, and a flyer discussing typical questions and answers. Look for it in the mail early this Fall. Please read it (and send in the reply card inside).

As the National Certification Program takes shape, we will continue to disseminate accurate, responsible information. During the next two years we will be answering your questions, discussing issues (such as eligibility) and eliciting your input. With the National Certification Program, our profession is coming of age.

National certification will be an effective means of upgrading our professional status and standards. With national certification we will be taking a vital step in protecting our freedom to practice and having control over our future. Perhaps another great contribution we can make to our society is to show how we can demonstrate our abilities, yet remain true to our heritage and retain our caring values. National certification is healthy for everyone. ♦

# Certification Corner

This edition of *Certification Corner* features the appointment of the National Certification Steering Committee, the response to the *Update* mailing, the distribution of the *Update* to groups outside the AMTA... and more!

by Elliot Greene

## Steering Committee Appointed

The appointment of the National Certification Steering Committee was made recently. The National Board of Directors was polled and endorsed the selection of the Committee. The Committee includes a representation of various viewpoints and practice styles, experienced and accomplished practitioners from several areas of the country, and expertise in professional credentialing and certification. The Committee will be responsible for guiding the initial development phases of the Certification Program. (See the article on page 8 for more details.)

A press release and information packet covering the National Steering Committee's appointment was sent to over 150 important members of the massage community. The mailing list included: the leadership of general membership associations, associations representing specific modalities/specialties, school directors, AMTA State Chapter Presidents and others. Several publications were also included.

## Update Reply Cards Pouring In

The *Update* on the Certification Program that was mailed out at the end of September has drawn a

strong positive response from practitioners nationwide. Over 2,000 reply cards have been returned, which represents a 23% response (as of December 5). This is a phenomenal response for a mailing of this kind. Furthermore, a random sample of several hundred of the cards has shown that 96% of the respondents are interested in certification. If you haven't yet done so, send in your card today. For your convenience, it's postage-paid, so all you need to do is fill it out and drop it in a mail-box. Help us reach out by giving an extra card to a colleague who you think would be interested.

## AMTA Outreach Efforts

One hundred seventy complimentary copies of the certification *Update* packet were sent to leaders, officers and interested parties representing a wide variety of massage and bodywork organizations. This mailing included a cover letter inviting their participation along with an offer to provide the *Update* to their members at cost. Hopefully, they will act to provide their membership with this important information.

A similar mailing was made to the directors of all AMTA accredited schools and many other schools. The schools were asked to provide the information about certification to their students. It should be very

useful to students when professional development, credentialing, and setting up a practice are discussed in their training.

## State Officers Respond

State officers are becoming active in support of initiatives for professional development. Arizona Chapter President Louise Pierce stated in *Arizona In Touch*, the Arizona Chapter newsletter, "During this time when AMTA is again taking the lead in advancing the profession through a carefully prepared and professionally designed certification procedure which can only benefit the entire profession, I challenge every member to keep informed."

The AMTA Minnesota Chapter newsletter ran as feature article "Will We Still Be Legal in 1992?" by Minnesota Chapter First Vice President Victoria Woolley. She points out that growing public interest in massage therapy is likely to bring along greater scrutiny and various complications that weren't as evident in earlier times when massage had a "lower profile." Her hope is that our efforts will ensure that "our freedoms are protected and our work is defined in a way that will support the growth of our profession and command respect from the public." ♦

# Certification Corner

This edition of *Certification Corner* features news about the NOCA annual meeting, the advertorial appearing in other massage publications, and answers to two common questions about certification.

I recently attended the National Organization for Competency Assurance (NOCA) annual meeting as a representative of the National Certification Program for Massage Therapists and as AMTA's delegate. The theme of the meeting was *Certification Strategies for the 90's* and featured several educational sessions on topics about professional certification.

Over 125 delegates representing certifying agencies were in attendance. It was a great opportunity for networking. Several attendees commented that their image of massage therapy had been favorably affected by learning about our commitment to begin a certification program and by seeing a copy of the *Update on the National Certification Program for Massage Therapists*.

AMTA is an organizational member of NOCA and enjoys the benefits of access to publications, conferences, and resources specifically for health care certifying agencies.

**NOCA has a set of standards with which approval of certifying agencies is granted by a branch of NOCA, the National Commission for Certifying Agencies (NCCA). The National Certification Program is being designed using these standards.**

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An advertorial entitled "Certification, Professional Development and Your Freedom to Practice Massage" appeared in the January/February issue of *Massage* magazine. The AMTA placed the advertorial to give

its readership an opportunity to have accurate information about the National Certification Program and to keep as many people informed as possible. A reply card accompanied the advertorial and several hundred have been returned as of this writing.

The advertorial is also being offered as a public service announcement to AMTA chapter newsletters and the publications of several other massage organizations.

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I would like to cover two typical questions about certification.

**Q. If I'm an Active AMTA member, will I have to take the exam to be certified or will I be grandfathered in?**

**A.** Grandfathering is defined as a process allowing experienced individuals to receive certification status without requiring them to engage in the activities required for certification (such as take the exam) and/or meet the prerequisite standard qualifications of applicants. The Steering Committee will be studying this issue carefully before this policy is decided. There is a wide range of opinions about grandfathering. Some feel it enhances support for certification, while others feel grandfathering diminishes the effectiveness and credibility of a certification program. Basically, the answer is it's yet to be determined.

by Elliot Greene

**Q. I've heard some members refer to being certified by the AMTA. As an Active member, am I certified or not?**

**A.** The main cause of confusion is that certification is a term that has several levels of meaning. In its simplest sense, to certify means to attest that someone or something has met a certain standard of quality. One might say that AMTA certifies Active members because those individuals must satisfy certain membership qualifications. If the AMTA includes you as a member, then it is "certifying" (i.e., attesting or verifying) that you graduated from an approved program and/or passed the membership entrance exam.

However, the major societal institutions - professional, educational, governmental, etc., - utilize the term certification in a different, more sophisticated and specific manner. Certain guidelines for **professional** certification programs have come to be established and accepted by both the private and governmental sectors. In order to be recognized as a valid professional certification, a program should meet or exceed these guidelines. The AMTA membership exam was never intended or designed to meet these contem-

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## Certification Corner

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porary standards for professional certification programs. The National Certification Program for Massage Therapists *will* be so designed.

What can be confusing is, on one hand, you could informally say AMTA membership is a form of certification. Yet, on the other hand, it's **not**, because it wouldn't be regarded as professional certification by those who use the term in its more sophisticated, formal way.

It would be more precise to say that the AMTA verifies individuals as being **Active members**, while the National Certification Program will certify individuals as being **massage therapists**. Similarly, that is why the exam that one may take to qualify as an Active member is more properly called the AMTA membership entrance exam, rather than a certification exam.

The AMTA membership certificate itself may have added to the confusion since it begins with the phrase, "This certifies that..." In order to prevent such confusion, the AMTA National Board of Directors approved amending the membership certificates (effective next year) to begin with, "This *verifies* that..."

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Things should really start rolling after the National Certification Steering Committee meeting on March 2, 3 and 4. Be sure to read all about it in "Certification Corner" in the next issue of *Hands On!* ♦

## Fingerprints

(continued from page 5)

*Massage Therapy Journal* Editor Rafael Tuburan has moved! Please send all editorial materials to him at:

331 North F Street  
Lake Worth, FL 33460  
(407) 582-7923



All ads for the *Massage Therapy Journal* should be sent to:

Linda Falzone, Art Director  
1702 North Main Street  
Rockford, IL 61103  
Office: (815) 965-1133  
FAX: (815) 965-2329



This marked the first issue of *Hands On* where we literally had almost double the amount of information we could use. My sincere appreciation to all the members, schools, unit, chapter and national officers who sent information. I'm sorry we were not able to publish everything submitted. As you can see, the newsletter has expanded to 20 pages and we are now in the process of rethinking the format of future issues to best serve your membership needs. ♦

## From the National Certification Steering Committee...

For those of you who sent in reply cards to the *Update on the National Certification Program for Massage Therapists*, your name will be placed on a priority list to receive an application to sit for the Certification Exam. This information will be available a few months before the test will be given. We estimate that the first test will be administered between late 1991 and early 1992.

Thanks to the individuals and members who sent in cards. The information you provided was very valuable to the project.

# Certification Corner

*This edition of **Certification Corner** features news about the national job analysis... and the national membership survey shows strong support!*

**by Elliot Greene**

**T**he Certification Program's major event during the past three months was the meeting of the Job Analysis Advisory Committee on May 4, 5 and 6.

The Job Analysis Advisory Committee is composed of the nine members of the Steering Committee and three additional persons to expand expertise and further broaden representation. These three individuals are: **Jeffrey Maitland, Ph.D.**, (Scottsdale, AZ), Faculty Chair of the Rolf Institute and a practicing Rolfer; **Mary Grassel, B.S.**, (West Allis, WI), a state officer of the International Myomassethics Federation (IMF) and a massage therapist who utilizes deep tissue work in her private practice; and **Nandi Dubitsky**, (Melbourne, FL), Chair of the Education Committee of the Florida State Massage Therapy Association (FSMTA) and a member of the American Oriental Bodywork Therapy Association (AOBTA).

The purpose of the job analysis is to determine what is entry-level, competent practice of massage therapy/bodywork. It will provide detailed information about what massage therapists do on the job and the knowledge, skills and abilities needed for competent practice. This information will be used to draw up a blueprint for the development of the certification exam. For a more detailed description of the job analysis, please see the recently published *Massage Therapy in the 90's: Issues of Professional Development*, pages 7-9.

The role of the Job Analysis Advisory Committee is to provide expertise and a comprehensive, national perspective of the field to guide the consultants assigned by our contractor, **Joan Knapp and Associates**, to work on the job analysis. Before the meeting, Joan Knapp and Associates developed a first draft inventory of essential tasks, knowledge, and abilities used in massage therapy/bodywork. This was based on an extensive literature review of the field and intensive on-site interviews of practicing massage therapists.

The Committee, in conjunction with the consultants, reviewed and revised the draft inventory. The Committee recommended rating scales to be used in the survey. For example, tasks can be judged according to frequency used in practice or importance to practice or both. A draft list of demographic characteristics was reviewed. Typical information sought on job analysis surveys is gender, age, educational background, practice settings, years of experience, types of disciplines used in practice, etc.

The next major step in the job analysis, after pilot testing and further revision, will be the actual conducting of the national survey. The survey is the key element of the job analysis. In the latter half of June the surveys will be mailed to up to 5,000 randomly selected massage therapists (some will be AMTA members, some members of other organizations, and some unaffiliated) for their input and judgement. After the

surveys are filled out and mailed back, they will be extensively analyzed and a report - a national study on the practice of massage therapy/bodywork - will be issued.

"I like what happened," said Rolf Institute Faculty Chair **Jeffrey Maitland**. "I appreciated the commitment to be inclusive and work cooperatively. This is an exciting development and direction that's taking place."

The Chair of the Job Analysis Advisory Committee, **Susanne Carlson**, a veteran of dozens of job analyses done for other professions, commented that the Committee members had a high level of willingness to listen to and incorporate the ideas and views of others in the group. "Having a diversity of philosophies and paradigms has enhanced the process," she remarked. "The greater depth and quality ultimately results in the test and the whole Certification Program being stronger."

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Thank you for the support for the National Certification Program shown in the AMTA national membership survey! The actual results were 76% in support, 5% not in support, and 19% not sure or didn't answer. A support rate of over 65% is considered to be very high. ♦

# Certification Corner

## The National Certification Program... An Open, Ongoing Process

by George P. Kousaleos

**A**s the new Chair of the National Certification Steering Committee, this is my first Certification Corner column. I am pleased to report that the Certification Program has had a busy and productive summer, completing the job analysis survey and presenting certification information to national and state forums.

Certification Steering Committee members participated in panel discussions at the Bay Area Bodyguild's forum in San Francisco. Liaison Committee Chair, **Ray Castellino, D.C.**, was joined by **Steve Eabry, Carol Carpenter, David Palmer, Robert Calvert and Judith McKinnon** in a discussion of the benefits and disadvantages of national certification. At the AMTA National Conference in Boulder, seven members of the Steering Committee formed a panel to answer questions about the recent accomplishments and future goals of the Certification Program.

In June **Ray Castellino, Steven Schenkman, Nandi Dubitsky and Jeff Maitland**, serving as a Liaison Team, gave a certification update at the fourth Head, Heart and Hands Summit in Minneapolis. "I'm excited about what happened at the Summit," said Ray. "There was an opening of doors that had been previously shut as association and discipline leaders discussed common goals and realized that they could have input to the certification process."

AMTA's Summit representative, **John Fred Spack**, said, "There was a key revelation that was shared by

many representatives that the Steering Committee and the decisions of the future Council and Board will be independent from the AMTA National Board of Directors."

In July **Benny Vaughn, Elliot Greene, Steven Schenkman** and I attended the panel discussion "Crossroads of Opportunity" at the Florida State Massage Therapy Association's annual convention. In small group discussions following the opening remarks of the panel, it became obvious to the members of the Steering Committee that erroneous information and lack of knowledge persists, in spite of all the information that has been disseminated by the Certification Program.

During the Florida convention **Steven Schenkman** and I had six hours of negotiations with representatives of the Head, Heart and Hands Summit Board. The negotiations focused on issues that could lead to a more active role for Summit representatives on the Certification Liaison Committee.

In early August the Job Analysis Advisory Committee, chaired by **Susanne Carlson**, mailed the completed job analysis survey to 7,200 massage therapists and bodyworkers nationwide.

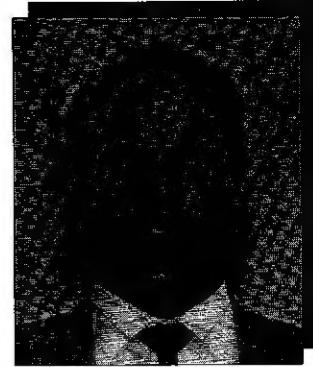
The data will be collected and analyzed in September and presented to the Steering Committee in October. **Joan Knapp**, job analysis consultant, will present an interim report to the AMTA membership at the National Convention in Miami Beach.

A final report will be completed in January '91, representing the most complete information on the knowledge, skills and abilities necessary for entry level massage therapists and bodyworkers that has ever been compiled.

In October the Steering Committee will begin work on many critical issues. A professional test development company will be hired and test committees will begin to take form. The transition from Steering Committee to Certification Council will begin, along with defining a more active role for liaison representatives. The first liaison hearings will be organized for February '91, allowing affiliated groups to present position papers on test construction, organizational structure, recertification, grandfathering, continuing education and any other topics directly related to certification.

Although critics of national certification have claimed that it is a closed process, Committee members are committed to keeping the process open and available to the professional community.

National certification is a key step in the evolution of professional standards. Its purposes include avoidance of external regulations, enhancement of professional prestige, increased influence of the professional community, assurance of professional competence, and the stabilization of individual job security. Thank you for your concerns, your contributions, your criticisms, and your support. ♦



# Certification Corner

## Job Analysis A Big Success!

by George P. Kousaleos

**O**n October 10 - 14, 1990 the National Certification Steering Committee held a series of meetings in Orlando, Florida. These included the final meeting of the Job Analysis Committee, the first meeting of the Test Specifications Committee and the Public Education Committee, and the final meeting of the Steering Committee before it evolved into the Certification Council.

Joan Knapp, Ph.D. and Eileen Antonucci, Ph.D. of Knapp and Associates were present for the Job Analysis Committee meeting. They explained the statistical results of the recently completed Job Analysis Survey that was sent to 6,930 massage therapists nationwide. The questions on everyone's mind were, "Is there a core body of knowledge for entry level massage therapy?" and "Do we have enough surveys returned to statistically validate the results?"

Here is what the Committee found out:

- The Job Analysis Survey *did* identify entry level knowledge and skills, (i.e., what entry level practitioners need to know and have to be able to do.) This is called the "core body of knowledge."
- There was an extraordinarily high level of agreement about the core knowledge and skills across every segment of the profession (age, gender, geographical location, formal education, level of training, and discipline specialty).
- The core body of knowledge reflected concern for consumer

protection and was directly related to consideration of the well being of the client.

- The data did not rule out discipline specialty subtests, but it did indicate that more research is necessary in discipline specialty areas.
- The response rate was well above what was needed for statistical validity, i.e., 43% responded out of 6,930 surveyed from a list of 23,000 practitioners.

A summary report that will be available soon and a final report presenting all the statistical data will be prepared by the end of the year. The Job Analysis is historically significant because it was the first national study of its kind for the profession of massage therapy. It was also significant because of the large number of practitioners identified and surveyed and because a core body of knowledge was identified.

With the results of the Job Analysis in hand, the Steering Committee turned its attention to the formation of two new committees. Susanne Carlson was named Chair of the **Test Specifications Committee**, whose responsibilities include writing a blueprint for test construction needs. This blueprint comes directly from the data of the survey. Susan Rosen was named Chair of the **Public Education Committee**, whose responsibilities include article writing, media relations, and the creation of a national image.

We also focused on Steering Committee issues. These included reviewing testing contractor proposals,

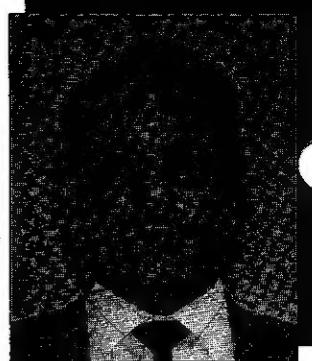
organizing formal liaison hearings, and discussion on the matter of evolving into a Certification Council. Four companies are still in the running for selection as the test developers and administrators of the national certification examination. Ultimately, the company selected must represent the highest professional standards, be able to begin item writing workshops this spring and have the capabilities to administer the examination nationwide.

The Steering Committee has selected February 1, 1991 as the date of the first liaison hearing. The liaison hearing will be held in San Diego, California at a site yet to be determined. Official liaison representatives will present written and/or oral reports on various issues that relate to national certification. These may include issues involved with sitting requirements, grandfathering, recertification, bylaws and governance of the future Board, and any other concerns of the liaison representatives.

An educational session will precede the liaison reports to inform those in attendance of the decisions and accomplishments of the past year, and a question and answer period will follow the liaison reports to allow anyone in attendance the opportunity to state concerns and ask further questions.

Finally the Steering Committee discussed the need to evolve into a Certification Council. The Council will organize all test construction

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# A Lifetime of Service

**J**ay Victor Scherer — Director of Dr. Jay Scherer's Academy of Natural Healing in Santa Fe, New Mexico — died in November. Scherer had been in poor health since an August 18 car accident in which he suffered a head injury. Associates say although he was frail and nearly blind in recent years, Scherer tap danced on his 80th birthday and was very optimistic.

Scherer was born March 3, 1907 near Spokane, Washington. He trained with his mother who was a practicing herbologist and horticulturist. In the mid-1930's Scherer began his life's work. He practiced with a doctor of nutrition in Hollywood, California where they treated many movie stars. After Army service, he worked at Carrie Tingley Hospital in Truth or Consequences for a short while before being called back to duty by the Army. As a reserve officer he managed equipment and stock for the Manhattan Project during World War II.

In 1953 he opened the Niagara Health Center in Santa Fe, the city's first health spa. He partially retired from the business in 1969 and started a private practice. In 1979 he founded Dr. Jay Scherer's Academy of Natural Healing where he gave instruction in homeopathic medicine, herbs, diet, massage and medicine. Scherer once remarked, "Part of the training is self-discipline. A lot of people smoke, eat too much, use drugs and then expect doctors to fix 'em up.' He wanted his students to take responsibility for their health, their moral standards and their massage practices. There are an estimated 1,000 graduates from the academy.

In 1983 the U.S. Medical Association awarded Scherer a lifetime membership "in recognition of meritorious

works and knowledge." In 1984 Scherer was named a "Santa Fe Living Treasure." He was a member of the International Society of Wholistic Therapy, the British Guild of Drugless Practitioners, the National Association of Physical Therapists and the American Massage Therapy Association.

Scherer remained a student during his lifetime until three years ago. He attended various schools of healing including the Institute of Drugless Therapy, Anglo-American Institute of Drugless Therapy in London, the Los Angeles School of Massage and Physical Therapy and the John F. Kennedy College of Nutraceutical Arts & Sciences. He earned doctorates and other credentials in naturopathy, homeopathy, osteopathy, instruction and nutrition.

Scherer was also an ordained minister and member of the Glad Tidings Evangelistic Association. In 1959 he was awarded a doctor of divinity degree from the Neotarian College of Philosophy. Last year he was ordained as a priest and bishop for the Diocese of Santa Fe in the Philippine Independent Catholic Church in the Americas and in the order of St. Jude.

Scherer, who never married, dedicated his life to the healing arts. "He's the pioneer," said Robert March, Director of the New Mexico Academy of Massage & Advanced Healing Arts in Santa Fe. "He's primarily responsible for attracting [natural healers] to this area. He was an inspiration to me."

One of nine children, Scherer is survived by a sister, Marie Scherer of Seattle, Washington and a brother, Chris Scherer of San Jose, California. ♦

## Certification Corner

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responsibilities, determine bylaws and governance issues for the future National Board, and decide on methods of self-assessment for the prospective examination candidate. Public education, media relations, liaison concerns and other pertinent issues will also be the responsibility of the Certification Council.

A new member was added to the Certification Council in addition to the original nine members of the Steering Committee. Jeffrey Maitland, Ph.D. of Scottsdale, Arizona and Faculty Chair of the Rolf Institute was previously a member of the Job Analysis Committee. By consensus vote, Dr. Maitland was approved and has since accepted his appointment. The first Council meeting will follow the liaison hearings on February 2 – 3, 1991.

Subsequent to the October 1990 meetings, Joan Knapp and George Kousaleos gave reports to leadership and membership groups in attendance at the AMTA National Convention in Miami Beach.

In December, George Kousaleos and Elliot Greene will attend the annual meeting of the National Organization for Competency Assurance and the National Commission of Certifying Agencies. The Certification Council is committed to following all guidelines that insure the highest professional standards.

1991 will be a year of involvement of a greater number of massage therapists and educators, as we come closer to the first administration of the National Certification Examination for Massage Therapists. ♦

# National Certification Newsletter

Vol. 1, No. 1

First Edition

Spring, 1991

*This is the first edition of a newsletter which will be published regularly by the Public Information Committee of the National Certification Council for Massage Therapists. Its purpose is to keep massage therapists and bodyworkers informed about the development of the National Certification Program and the activities of the Council. There will also be discussions of issues related to professional certification.*

*This first issue will be devoted to reviewing the basic concepts relative to professional certification and summarizing how the process has gone so far for National Certification for massage therapists and bodyworkers. The two National Certification Perspectives articles that appeared in the *Massage Therapy Journal* are also reprinted in this first edition.*

## Professional Certification

Professional Certification is a *voluntary* process by which a *non governmental* professional association or agency grants recognition to individuals in a certain occupation who have met specific criteria which may include training, experience and passing an examination.

### A Little History

As far back as 1949, the concept of a "national examination" for massage practitioners was promoted by members of the American Massage Therapy Association. The concept was dropped in the 1950's, but was brought to light again in the 1980's as the AMTA and the profession of massage therapy went through a period of phenomenal growth.

The force of two ideas converged in the mid-1980's to spark the present National Certification Program. One was the need for an AMTA membership entrance examination that meets current standards for professional examinations. The other was a campaign by AMTA members Susanne Carlson (OR) and Susan Rosen (WA) to initiate national certification for massage therapists.

Arguments for a national certification program for massage therapists in the last two decades of the 20th century are compelling. Although the profession has been growing by leaps and bounds through the 1980's, there are no nationally recognized credentials for massage therapists. Massage

professionals are often subject to demeaning laws designed to curb prostitution, and there is little reciprocity among the 15 states that license massage practitioners.

By late 1980's, there was also a threat to massage therapists from other health practitioners who want to limit our right to practice. Lack of a nationally recognized valid credential for the profession leaves massage therapists particularly vulnerable to legal action by physical therapists and other health care professionals.

National certification is seen as a way to address these problems. It is also a positive force for marketing massage therapy to a public looking for valid credentials, and a method for self-definition of professional massage therapists. For these reasons and others, the time seemed right to explore the possibility of development of a national certification for massage practitioners.

The National Certification Program was officially authorized and funded by the American Massage Therapy Association in 1988. Elliot

## Council Profiles

**George Kousaleos, B.A. -**

FL Director of the C.O.R.E. Institute and Member of Florida Board of Massage

**Patricia J. Benjamin, Ph.D. -CA**

Massage Therapist and AMTA Director of Education and Historian

**Susanne Carlson, M.A.T. - OR**

Rehabilitation Oriented Massage Therapist and former Chair of Oregon State Board of Massage

**Raymond Castellino, D.C. -CA**

Chiropractor and former President of the American Polarity Therapy Association

**Elliot Greene, M.A. - MD**

Massage and Body Psychotherapy Practitioner and AMTA National President

**Susan Rosen, B.S. - WA**

Massage Therapy Educator and former Chair of the Washington State Licensing Board

**Jeffrey Maitland, Ph.D. - AZ**

Faculty Chair of the Rolf Institute

**Gretchen Sakofsky, M.Ed. - VT**

Director Bridgewater Therapeutics Massage School and former Director of Education of the International Association of Pfrimmer Deep Muscle Therapy

**Steven Schenkman, B.A. - NY**

AMMA Therapy Practitioner and Instructor and President of the American Oriental Bodywork Therapy Association, Chair of New York State Board of Massage

**Benny Vaughn, B.S. - FL**

Sports Massage Therapist for the University of Florida Gators, NATA Certified Athletic Trainer, Third Vice-President of AMTA

# Test Development Explained

Professional certification examinations are developed very differently from classroom tests made up by teachers. No one person or group of people just sit down and make up questions they think should be on the test.

There are detailed and specific procedures which must be followed for an examination to be considered valid and reliable. Experts in research and testing have been hired for the National Certification Program to ensure the highest quality examination.

The major steps in our process are outlined below:

**Step 1:**

Researchers examine literature, school curricula, and other written sources to make a preliminary list (inventory) of entry level knowledges and skills.

**Step 2:**

Researchers conduct extensive onsite interviews with massage practitioners to further refine the inventory.

**Step 3:**

A panel of experts from a broad section of the field discuss the inventory, make additions, categorize items, and clarify terminology.

**Step 4:**

The inventory is reviewed by other massage practitioners and refined further by researchers.

**Step 5:**

The inventory of possible entry level knowledges and skills is sent to large number of massage practitioners in survey form, i.e., the job analysis survey instrument. Items are rated from "0" (not performed) to "4" (extremely important).

**Step 6:**

Results of the survey are analyzed by the researchers and average ratings of each item are tallied.

**Step 7:**

Test specifications subcommittee examines the items and their average ratings to determine which items were rated important enough by all surveyed to be considered the core body of knowledge for the field.

**Step 8:**

Using the job analysis survey results, the test specifications committee determines what percent of the questions on the examination will be on which specific topics.

**Step 9:**

Item writers from the field write questions according to the test specifications after training from the testing company.

**Step 10:**

Questions are edited by the testing company to ensure that they are fair and user-friendly.

**Step 11:**

Many more questions are written than are needed for one test, and are put in an item bank.

**Step 12:**

Questions are drawn from the item bank according to test specifications to create a specific version of the exam. A field test is conducted before the first official exam.

**Step 13:**

Each version of the examination is reviewed by committee and approved.

**Step 14:**

Examination is administered.

**Step 15:**

How candidates answered each question is statistically analyzed (item analysis) to pick out problem questions, e.g., too easy or not clear.

**Step 16:**

Cut scores (passing scores) are determined using accepted statistical procedures.

The whole process is repeated about every five years including the job analysis survey. Some parts of the process are continuous, e.g., item writing. And some happen each time the examination is given, e.g., item analysis.

## History Cont. from page 1

Greene, then AMTA 1st vice-president, was named director of the project. Between Winter 1989 and Fall 1989, Elliot researched the process of developing a professional certification program and began to make contacts with massage therapy and certification professionals.

In November 1989, the Steering Committee was selected to oversee the first phases of development of the project. Committee members were chosen for their experience and knowledge in professional credentialing, and for committee balance in terms of various approaches to massage therapy/bodywork, geographic location, gender, and other factors. The nine Steering Committee members were: Elliot Greene, Chair, Patricia J. Benjamin, Susanne Carlson, Raymond Castellino, George Kousaleos, Susan Rosen, Gretchen Sakofsky, Steven Schenkman, and Benny Vaughn. (See Council Profile)

The Steering Committee met for the first time in Chicago in March 1990, and chose Joan Knapp and Associates to conduct the initial research for the program, called the job analysis. (see article this issue). They also began the liaison program designed to get input from massage therapy/bodywork organizations, regulating boards and schools.

The Steering Committee met two more times (May 1990 and October 1990) to complete the job analysis, develop test specifications, and discuss other issues related to the National Certification Program. Upon concluding its task of completing the job analysis, and defining a common

body of knowledge for massage therapists/bodyworkers, the Steering Committee was dissolved as planned.

It was succeeded by the National Certification Council that currently governs the Program. Elliot Greene resigned as Chair in Fall 1990, and George Kousaleos was elected as his successor by the Council. The Council is composed of Steering Committee members plus one new member, Jeffrey Maitland. (See Council Profile)

The Council met in San Diego in February 1991. The first liaison hearings were held there, and the Council discussed selection of a testing company to develop the certification examination from the results of the job analysis and test specifications. At the time of this publication, the contract with the chosen testing company, Psychological Corporation, is being negotiated.

The next meeting of the Council is expected for Fall 1991.

## Certification Calendar

A "Proposed Calendar of Key Events" has been organized by Chuck Friedman, Ph.D., Division Director of the Psychological Corporation. While the Certification Council will determine exact dates at its next meeting, here are important events for the remainder of this year and into 1992.

### 1991

#### June

##### Item Writing Workshop -

Massage Therapy and Bodywork experts will write test questions that pertain to the subject areas identified in the Job Analysis Survey.

#### September

##### Council Meeting and Item Review -

The Certification Council will meet to finalize plans for eligibility requirements, by-laws, National Board structure, recertification, and a complete review of the Item Bank.

#### November

##### Field Test -

Three regional Field Tests, that will serve as pilot examinations, will evaluate the test questions, the test format, and the length of testing time.

#### December

##### National Distribution of Candidate Handbooks

### 1992

#### February

##### Content Review -

The Certification Council will review and approve the final test form.

#### March

##### Application Deadline for First Test

#### April

##### First Test Administration -

The First Certification Examination will be administered nationally at 40 sites.

#### September

##### Application Deadline for October Test

#### October

##### Second Test Administration

# National Certification Perspectives

## *The Public Information Committee of the Council of the National Certification Program for Massage Therapists*

**S**ince its inception in 1988, the National Certification Program for Massage Therapists has generated considerable discussion both inside and outside of the AMTA. There has been healthy, often lively debate about the pros and cons of national certification for our profession. In fact, it is hard to think of any other single issue that has stimulated so much interaction among individuals, organizations and representatives of various approaches to massage therapy.

These interactions have brought us together as never before as opinions and feelings about national certification are aired. It has also been a learning experience for everyone as different points of view are expressed. Misunderstandings are diminished as more information becomes available, and discussions continue.

It is a sign of maturity in our emerging profession that people with different points of view are expressing their beliefs openly, and are engaging in the debate of important questions. As mature professionals, we can remain open to new information, and at the same time, "agree to disagree" about important issues.

In the past several months, the governing body for the National Certification Program (formerly the Steering Committee, now the Council) has addressed concerns heard from various individuals and organizations, including its own members. It seriously considers the questions asked and issues raised.

The ongoing discussion about the National Certification Program has been useful to the process of its development. The exchange of views serves to highlight areas needing further study and deliberation, and pinpoints areas of misunderstanding or lack

of communication. Comments from both critics and supporters are welcome and essential.

The Public Information Committee is charged with making information about the National Certification Program available including responding to concerns about the process. The following paragraphs explain aspects of National Certification that seem to need more clarification, and respond to concerns voiced in various forums where it has been debated.

### **Who actually governs the National Certification Program?**

The governing body for the National Certification Program is a group of professionals who meet specific qualifications and who are chosen to reflect the diversity of the field. The governing body is administratively independent from the AMTA, and is evolving through three stages as the Program develops.

Stage One was called the National Certification Steering Committee (see *MTJ* Winter 1990). These nine people were chosen by committee according to criteria related to their knowledge and expertise in credentialing. The Steering Committee was responsible for guiding the process through the Job Analysis.

Stage Two, currently in operation, is called the National Certification Council (composed of the original Steering Committee plus a new tenth member, Jeffrey Maitland, PhD, Faculty Chair of the Rolf Institute in Boulder, Colorado). The Council will oversee test development, create and adopt Bylaws for future governance of the Program, and make initial decisions regarding such issues as grandfathering, sitting re-

quirements, and title designation.

The final stage will happen at the point when the first Certification Examination is actually given. At this time, a National Certification Board will govern the Program according to the Bylaws adopted by the Council. Those Bylaws will also determine how the Board will be chosen.

### **Is the National Certification Program really independent from the AMTA?**

The guidelines of the National Commission for Certifying Agencies (NCCA) require "administrative independence" for certifying bodies which are a division or component of a professional association. The AMTA National Board has adopted those guidelines for the National Certification Program for Massage Therapists.

What the NCCA means by "administrative independence" is that "all policy decisions relating to certification matters are the sole decision of the certifying body and not subject to approval by another body (e.g. AMTA National Board) and that all financial matters related to the operation of the certifying component are segregated from those of the professional association."

Specifically it means that the certifying body is solely responsible for decisions pertaining directly to certification such as examination content and construction, sitting requirements, cut-off scores, and test fees. The certifying body shall also "set its own budget, maintain an accounting of its funds (both income and expenditures), and not issue funds to the professional association without adequate consideration except for purposes of certification research and development and the maintenance of a reserve

fund." It shall also have independence to set its own meeting schedule, agenda and rules of procedure. A final NCCA requirement states that "administrative independence shall be assured by bylaws, with the certification component granted such independence in the bylaws of the association."

Since the National Certification Program is in the development stage, the Bylaws of the Certification Board are yet to be written. It will be the Council's job to adopt its Bylaws in the next few months.

From its inception the National Certification Program has been conducted with administrative independence to the extent appropriate stage of development. At the National Conference in Boulder (May, 1990), the AMTA National Board adopted an additional policy statement specifically acknowledging the administrative independence of the Certification Program governing body.

It should be pointed out that NCCA guidelines allow the professional association to appoint members of the governing body of the certifying agency. The AMTA did appoint the Steering Committee who governed the process through the Job Analysis. However, the Steering Committee itself chose the governing body for Stage Two, which is called the Council. The Bylaws of the Certification Board will determine how members of that Board will be chosen.

### **In what sense will National Certification be "voluntary"?**

National Certification will be voluntary in the sense that the National Certification Board can not mandate that all massage therapists become certified in order to work. Sometimes professional certification is mistakenly equated with government licensing which is not voluntary. Although the two may interact at times, they are distinct and each one can exist without the other.

One it is available, state and local governments may choose National Certification as one of their requirements for licensure or registration. It has been argued that all state governments, especially those not already licensing massage therapists, will jump at the opportunity to regulate our profession using national certification as the standard. This is highly unlikely as many states are not interested in adding more government regulation of occupations.

In addition, there are fourteen state and numerous local governments which already

regulate massage even without a national standard. Most currently licensed states have tests that were created without a job analysis survey, and many were developed by people outside of our profession. National Certification could provide these states with a national standard based on high quality research and test development, and generated by massage therapists themselves.

National Certification has also been used successfully by some professions to avoid government regulation. If a valid national standard is available and a profession is adequately self-regulated, many governments choose *not* to regulate an occupation.

It is also possible that National Certification could become so prestigious in the eyes of potential clients and employers that certified practitioners might have a market edge over others. This is especially true in unregulated areas where minimum standards of practice do not exist. Such a preference would indicate that National Certification meets a public desire for a gauge to make wise consumer choices in a free market system. Though they may want to increase their marketability by becoming certified, practitioners will still have the option of not doing so.

### **Will National Certification have a Swedish massage and medical orientation since it was initiated by the AMTA?**

The hiring of an independent researcher to conduct the Job Analysis ensured that no special interest group or specific discipline (including Swedish massage) would dominate the decision about examination content. The Job Analysis, which identified entry level knowledges and skills, was the result of input by the researchers and the Steering Committee, and finally by survey returns from over 3,000 diverse practitioners in the field. A full technical report will be available soon.

In the Job Analysis, survey respondents rated each item on a long list of possible knowledges and skills as "not important at all" to "very important" for the entry level practitioner. The items on the list included knowledges and skills from various disciplines, levels of practice, and adjunct therapies.

The data from the Job Analysis Survey revealed significant agreement on a core body of knowledge for entry level practitioners. This included client safety, anatomy and physiology, contraindications and pro-

fessional practices. The data did not rule out specialty subtests, but it did indicate that more research is necessary in discipline specialty areas. The important point is that there was high agreement among practitioners with diverse backgrounds about the core body of knowledge for entry level practice, and that it was determined by independent research.

### **How can a written examination be valid as a basis for National Certification since it cannot test for essential things like hands-on work and the more intuitive aspects of massage therapy?**

Written examinations have limitations as a basis for National Certification in a "hands-on" field. However, they do have the ability to test for the core knowledges identified as important for entry level practitioners. These knowledges are equally important to the practice of massage therapy as are physical and intuitive skills. For example, without knowledge of contraindications, it's unlikely that one could perform massage adequately over time.

Of course, it would be more complete to include a practical examination. This may eventually come about. The problem with developing it now lies in the enormous time and cost involved in research, test construction and administration of a practical exam. It is also extremely difficult to make an objective practical exam.

There is the additional danger of having one entry level practical examination which would favor one specific style or approach over others. It might be more appropriate to include a practical exam in specialty subtests developed with input from individual disciplines, or leave the practical to advanced certification programs offered through discipline organizations.

There is a legitimate concern that anyone can take a knowledge test and pass with no hands-on skills at all. This will be a problem for the Council to address as it makes decisions about "sitting requirements" for the test. One solution may be to require some hands-on experience and/or training to take the exam.

The limitations inherent in using a written exam for National Certification for Massage Therapists do not negate the positive aspects of the process as a whole. It merely points out the merit of viewing National Certification within the total context of professional development strategies which

also include accreditation of training programs and continuing education.

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### Was an assessment done to determine the need or the desire for National Certification for massage therapists?

The need and the desire for national certification have been assessed in many ways. However, there has not been a formal process nor a specific document that summarizes those assessments.

There are actually two different questions here. Need is related to solving a problem and is best determined by an objective study of the national political, economic, social and professional climates, i.e., getting the big picture of problems and issues in the field. The question is "Will National Certification help solve some of those problems?"

Desire implies "want", usually the result of perceived need. Desire can be assessed by surveys and the number of inquiries about the program. Ultimately it will show up in the actual numbers who decide to seek national certification.

A pamphlet entitled *Update on the National Certification Program for Massage Therapists* came out in September 1989 and outlined the major reasons for embarking on the project. Although some would like to have seen it presented in a less promotional way, the needs were identified nonetheless.

National Certification was presented as a possible partial solution to several problems in our field. These include the need to have a nationally recognized valid credential, to demonstrate commitment to defining and strengthening our standards, to ease our emergence as an established health-related profession, and to provide regulatory agencies with a self-defined standard for massage therapists. Also mentioned are efforts of other professions to limit the practice of massage, and the need for national standards to encourage reciprocity between states which license massage practitioners.

A reply card attached to the *Update* brochure, which went out to AMTA members and non-members, included a short list of questions. One question asked respondents to rate "degree of interest in seeking certification." There were 2,143 people who said that they were "very interested," and 805 who were "somewhat interested" in seeking certification.

The AMTA National Board chose to start the project on the strength of perceived need

and the urging of informed members who had been working for national certification since 1985. AMTA's perception of general member support for the project was borne out in a survey about a year later.

AMTA members were asked "Do you support AMTA's efforts in establishing the National Certification Program for Massage Therapists?" Respondents answers were 76% yes, 6% no. There have been assertions that "support" does not equal "need" or "desire", but one would have to question whether people would support what they do not perceive as a need or want. Some believe that the response rate of 18% is too low to reflect the opinions of those who did not respond. Survey researchers, however, do consider 18% to be sufficient for a statistically significant sample of the entire population.

The assessment of need and desire for national certification is an ongoing process. Need and desire will increase or decrease as time goes on and the climate for massage therapy changes. Once the program is in full operation, the accuracy of the assessments so far will become apparent, i.e., to what degree National Certification helps solve the problems indicated, and how many massage practitioners seek the credential.

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### Have alternatives to National Certification been considered?

This question has to be answered in relation to solving some problem, i.e., is it the best alternative given a problem and several possible actions? Or is it the one best solution for a constellation of problems?

To the problem of public recognition, some have suggested that individual styles of massage therapy/bodywork could develop their own standards and certification programs. Some have already started this process, which are of varying quality and validity. This solution does not present a single recognizable profession with national standards to the public, most of whom do not make any distinction between these various styles. It is also questionable whether such programs can achieve the level of quality and validity required to gain credibility as a nationally recognized credential.

Some have suggested that the AMTA should have spent the money they appropriated for national certification on a national advertising campaign to promote massage therapy. While this might make the public more aware of massage therapy, it would

create a consumer looking for credentials to make better choices and we still would have none. This solution would address the problem of awareness, but it does not provide a credential to hold out once a demand is created. It also does not address consumer protection, thus leaving many consumer issues unsolved.

A libertarian viewpoint has been expressed which resists any attempt to standardize or create credentials which might lead to or encourage government regulation of the profession. However, the absence of valid credentials and national standards in our profession seems to have created more problems than it has prevented. Some state and local governments in the United States do choose to regulate massage practitioners for their own reasons whether we want it or not. They use their own standards since none are currently available from the profession itself.

In summary, no alternative tactic will solve our problems as effectively as National Certification. It might make more sense to attack these problems from many angles simultaneously.

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### What are the dangers of National Certification?

Some of the dangers of national certification programs in general include control of entry into the profession by one group, development of an invalid or unreliable exam, stifling of diversity and creativity, the promotion of government regulation, and divisiveness among practitioners. It is the job of the future Certification Board, individual professionals, professional societies, and the federal government to make sure these dangers are addressed.

**Control of Entry.** Control of entry into a profession by one group is prohibited by certain federal laws. Also, the guidelines of the National Commission for Certifying Agencies (NCAA) are designed to guard against this. Preventing control of entry is a basis for the guidelines calling for administrative independence of the certifying agency and open access to the certification (i.e., it is not limited to members of one association). They also require peer and consumer representation on the agency governing body, and a valid and reliable examination.

**Poor Exams.** The danger of an invalid and/or unreliable exam is addressed by following specific procedures and by hiring a testing company expert in developing

credentialing exams. A valid exam is one which tests what it claims to test, in our case, entry level knowledges and skills. A fear is that one style or approach, or a few people, will determine those standards for the entire field. The purpose of surveying several thousand practitioners of varying backgrounds in the job analysis was to make sure that many voices were heard in determining those entry level standards, i.e., that it represent what is actually going on in the field and not one or two persons' idea of what standards should be.

A reliable exam is one that gives consistent results, i.e., the score truly reflects what a candidate knows at the time the exam is taken. Reliability is achieved through careful writing of test questions, and statistical analysis of test results each time the exam is given. It is the job of experts in test construction, called psychometricians, to make sure an exam is valid and reliable. NCCA guidelines also require evidence that a certification exam is valid and reliable.

**Stifling Diversity.** This danger is less tangible. Setting *minimum* standards, thus laying *foundation* knowledges and skills, does not in itself prevent diversity and creativity. One solution lies in encouraging students and practitioners to go beyond the basics to develop their own unique styles, and in promoting diversity beyond the core knowledges and skills that apply to everyone. Another solution is to update and improve the certification exam on a regular basis to reflect the ongoing evolution of the field. This requires continuing research and periodic new job analyses. Certification can thus avoid stifling diversity by changing with the times.

**Government Regulation.** While promotion of government regulation is seen as a danger by some, it is seen as desirable by others. Which position one takes is largely dependent on the problems being faced by practitioners in different parts of the country, along with one's philosophical and political beliefs on the subject.

National certification would provide a national standard, developed by massage therapists themselves, that could be used in regulatory legislation. This is not the same as saying that it would encourage or necessarily lead to regulation.

Some governments choose to regulate massage therapy for their own reasons (e.g., consumer protection and adult entertainment control), and are unlikely to choose to regulate just because a national standard is available. Those opposed to government

regulation of massage therapy might be more effective focusing their efforts directly on the system of occupational licensing itself.

**Divisiveness.** There are many issues on which practitioners have differing opinions, e.g., government regulation and setting standards. This not necessarily bad. Controversy can be healthy.

"Divisiveness" however is bad for the profession, if we become divided to the point of being unable to work together for our common good while still agreeing to disagree on certain issues.

Everyone has a responsibility to guard against divisive behavior and language. Several instances of negativity have occurred around the issue of national certification, e.g., accusations of ulterior motives, and personal attacks on the integrity of individuals. It is important to stick to the issues and seek accurate information. Everyone needs to be vigilant in heading off divisiveness in this and other issues—the National Certification Council, professional societies, businesses and individuals.

The good news is that the National Certification Program has also brought diverse groups together as never before. Individuals working within the process have been able to come together and find common ground. National Certification has also been an arena for networking, learning to work with each other and developing unity around common concerns.

#### Are there any other disadvantages to certification?

There are five disadvantages identified by Jerry Gilley, George Geis and Charlene Seyfer in an article which originally appeared in *Performance and Instruction*, cited in *MASSAGE* (Jan/Feb 1991).

The following are brief discussions of those points.

1. Creating divisiveness was addressed in the previous question.
2. Too much diversification within the field to have a common core of knowledge was addressed by the findings of the job analysis. An agreed upon core body of knowledge and skills was found.
3. The high cost in resources and energy to develop a fair and acceptable certification process may or may not prove to be worth it in the future. The Council estimates that the positive impact on the profession that national certification offers will be well

worth the cost. The costs have been in line with those of other similar programs.

4. The possibility of being unfairly discriminatory is avoided by adhering to NCCA guidelines.
5. Putting the profession in the role of gatekeeper is also curbed by NCCA guidelines (also see previous question on control of entry).

It is important to note that in his doctoral dissertation, Gilley stated, "Certification has emerged for several reasons: the advancement of the profession, protection for the public and the improvement of and recognition for participants in the process.

"Professionalism is a principal motive for certification. The development of a profession requires that an entry-level requirement to be instituted. Professional certification has been recognized as an acceptable evaluation device to measure competencies and entry requirements.

"...Three prerequisites are required before a certification program can be implemented. They include the development of statements of competencies, the emergence of individuals willing to assume the leadership for certification and the organization of colleagues supporting certification."

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#### Shouldn't National Certification wait until the profession is "better defined, fully networked and operating" with some semblance of wholeness?

Definition, networking and wholeness do not happen in a vacuum and without a place to focus. Rather than wait, perhaps indefinitely, National Certification is providing the arena and incentive for just these things to happen.

For example, the job analysis done in the summer of 1990 allowed practitioners themselves to outline the entry level core knowledges and skills for massage/body-work, and thus help define our whole profession.

Members of the governing body for the national certification program come from varied backgrounds, and the process itself provides a means for networking. The liaison representatives had the opportunity to network at the public hearing in San Diego in February 1991, and more such hearings will be scheduled in the future.

In addition, the interest generated by National Certification has encouraged subgroups to more clearly define themselves. The National Certification program has served as a catalyst, and can also be a model, for further definition of the profession.

#### Did the job analysis survey use random sampling?

It was determined by the researchers on the Job Analysis Committee that a purely random sample would limit the representation of disciplines and organization for which we had shorter lists. An example of a purely random sample would be to put all names gathered into alphabetical order and then choose every third name for the sample. If a particular organization submitted a list of 25 names, only some of those would end up in the sample, perhaps very few, in a random draw.

Better representation was sought from these numerically smaller groups by including their *entire membership list* in the survey.

#### Will the National Certification Board promote state licensure of massage practitioners?

The National Certification Council (soon to be succeeded by the Board) has adopted a policy of not lobbying states which currently do not license massage practitioners. That is, they will not try to convince states to adopt licensing of massage practitioners.

They will, however, present the examination to states that already have licensing. One of the benefits of national certification is to provide a valid and reliable examination developed by massage practitioners themselves. This is attractive to states that must give exams because it is often difficult for them to develop one that meets the same level of quality.

In addition, information about the National Certification Program will be given only to those government agencies which request it.

#### What exactly is the threat to the practice of massage from other professions?

Because the field of massage therapy is not clearly defined by national educational or practice standards, there have been some challenges to its legitimacy by physical therapists. These have occurred on a state

by state basis since occupational regulation takes place on the state level. Some examples follow.

In the state of Maryland, the Physical Therapy Board of Examiners has stopped some massage practitioners from working, claiming that they are practicing physical therapy without a license. The State's Attorney has issued over 60 cease and desist orders to massage practitioners. Investigations of two massage practitioners have been conducted, leading to criminal charges being filed against one of them so far. The Physical Therapy Board would like to limit the practice of therapeutic massage to licensed physical therapists. The AMTA has filed a law suit challenging that action. There is no statute licensing massage practitioners in Maryland.

In the state of Oregon, which has licensing of massage practitioners, the State Board of Physical Therapy is suing the State Massage Board claiming overlapping jurisdiction. Again, the claim is that the practice of massage constitutes physical therapy, and should be performed only by licensed physical therapists.

In the state of Florida, the Florida Physical Therapy Association is trying to convince state legislators to change their massage licensing law to prevent the use of the term "massage therapist." They are also threatening to block attempts by licensed massage therapists to be approved for 3rd party reimbursement for massage therapy treatment prescribed by a doctor.

In the District of Columbia, a massage therapist was forced to move her practice out of the District due to an order from the Physical Therapy Board. A massage therapist and a rolfer who did massage in a chiropractor's office were fined \$1,000 each for operating without a license. Only licensed physical therapists may do therapeutic massage under the district code.

Clearly the claims that "there is no immediate threat to the practice of massage from other professions," and that it is "practically an invisible profession" are not borne out by actual events. Massage practitioners in several states are fighting for the right to practice right now and the challenges from physical therapists seem to be growing.

#### Is National Certification for massage therapists or for bodyworkers?

The working title of the program is the National Certification Program for Massage Therapists. The word "bodywork" first appeared in the job analysis because in surveying the current literature the researchers found the two words used almost equally and sometimes interchangeably to describe the larger field.

While everyone seems to have their own ideas about what these two terms mean, there is no clear universal understanding of either term. The final decision on a title will include considerations of public recognition, legal acceptability, marketability, as well as acceptance by practitioners themselves.

Whether the certification is for "massage therapists" or "bodyworkers" depends on your personal definitions of those terms, but does not alter the clear consensus on core knowledges and skills needed for entry level into our field.

#### Why was the original funding changed to a loan?

The original funding actually included a provision for it to be a loan. The motion passed by the AMTA Board that approved funding for the National Certification Program included the statement: "...to be repaid if possible." Once the program had started, the Steering Committee (the governing body which preceded the Council), decided to strengthen its independence from the AMTA by formally converting the funding to a loan which will be paid back when the program is fully operating.

Protecting National Certification from "undue influence" from any outside source (including the AMTA) is especially important in establishing administrative independence when the program is operating fully. It was felt that if the seed money were paid back, it would remove that indebtedness to the AMTA.

It should be noted that other professional societies and organizations have pledged money to the National Certification Program or have helped with expenses in other ways.

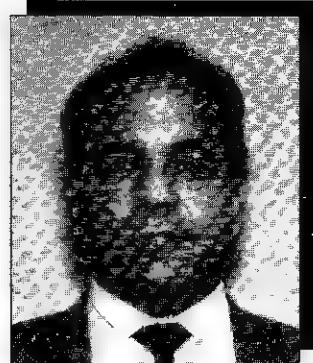


For further information, contact Certification Council Chair George Kousaleos, 223 W. Carolina St., Tallahassee, FL 32301; (904) 222 8673.

# Certification Corner

## First Liaison Hearings Held

by George P. Kousaleos



The first liaison hearings on National Certification were held on February 2, 1991, in San Diego, California. Liaison representatives and Council members met to gather information and advice from official liaison representatives on issues relating to National Certification. The hearings were an excellent opportunity for Council members to answer questions, and explain the efforts of the past year as well as future goals.

The liaison program was first established at the March 1990 inaugural meeting of the National Certification Steering Committee. The program provides a system of communication between the Committee and the massage therapy and bodywork profession. The liaisons represent various massage disciplines, schools, membership associations, clinics, and licensing regulators. Currently, there are over 100 official liaison representatives.

The first liaison hearings were attended by members of the Certification Council, liaison representatives, and other interested members of the profession. Following an explanation of the hearing format, introductions of the Council members, and the reports by Committee Chairpersons, the liaisons began oral presentations, followed by a session of questions and answers.

Here is a sample of some of the suggestions made:

### Concerning seating requirements:

- No restrictions, seat everyone.

- Should include hands on experience and at least 100 hours of education.
- Include didactic and practical experience.

### Concerning the National Board:

- Include significant representation from each of the major bodywork areas.
- Establish two, three year terms on a rotational system.
- Include educators, therapists, regulators, and consumer members.

### On the examination:

- Test should be constructed for success, with pre-test aids.
- Should not be Swedish or medically oriented, practical exams in specialties should be optional.
- Make it affordable; allow those with financial difficulties to take it for free.

### On the ongoing process:

- More information about National Certification should be disseminated, more forums and discussions like this one.
- Slow down the process to include more individuals.
- The members of the Council are doing an exemplary job. Keep up the good work!

These statements are a small sample of the valuable information gathered during the liaison hearings. The Council has decided more hearings are necessary, along with presentations, forums, and discussions at state, regional, and national gatherings. In 1990, Council members presented information about National Certification at over 20 meetings nationwide. This effort will be expanded in 1991, and will include the formation of a National Certification Newsletter.

Critics of National Certification have claimed that much information presented by the Certification Steering Committee and Council is primarily promotional, rather than educational and objective. The Council respects those with different opinions, but it will continue to develop a professional entry-level examination representative of the knowledge and responsibilities inherent in massage therapy, as verified by the job analysis study.

By the time this article is published, a testing company will have been selected, and the first stage of test construction will have begun. There is still much work the Council and liaisons must consider. Speaking for the Council members, I welcome your written statements on all of these issues, and furthermore, invite each of you to participate in upcoming forums and meetings.

The Certification Council would like to thank the many schools, asso-

(continued on page 10)

ciations, and organizations who sent liaison representatives to the hearings. These included the American Massage Therapy Association; the American Polarity Therapy Association; the Head, Heart, and Hands Forum; the International Myomassethics Federation; the Bay Area Bodywork Therapy Guild; the Hellerwork Association; the Trager Institute; the International Reflexology Institute; the International Professional School of Bodywork; the Desert Institute of the Healing Arts; the Sports Massage Training Institute; the CORE Institute; and the Ohio College of Massotherapy. ♦

**Editor's Note:** The written transcript of the first Liaison Hearings will be available by April 15, 1991. Copies of the transcript can be ordered through:

National Education Office  
1130 W. North Shore Ave.  
Chicago, IL 60626  
(312) 761-AMTA

## It is here!

Copies of the job analysis, **A National Study of the Profession of Massage Therapy/Bodywork** are available through the AMTA Headquarters Office. The study provides detailed statistical information about what massage therapists do on the job, and the knowledge, skills, and abilities needed for competent practice. Copies of the 34 page results cost \$9.95. The complete 150 page document can be purchased for \$25.00.

# News... . . . In The News...



## A Caring Touch Soothes the Abused and Homeless

Massage as a community service was the focus of a January *Chicago Tribune* article. The article, written by Angela Smyth, featured a Chicago School of Massage Therapy outreach program, which gives student volunteers the opportunity to provide massage to women in Chicago's shelters for the abused and homeless.

The article credits Therese Forsthoefel, the school's Outreach Director, with the idea of moving massage out of the clinic and into the community. The outreach program now includes 15 centers, shelters and hospitals, where volunteer therapists work with battered women, people with AIDS, rape victims, and other abused women. In the article, Bob King, Co-Director of the school and Past President of AMTA, stresses the importance of funding research and documenting the benefits of massage for those who are in need of physical and psychological comfort.

*(Chicago Tribune - 1/27/91 - Sec. 6, p. 2)*

## Buying Relief

In an article in the *Washington Post* about what Americans will buy during a recession, Richard Thalheimer, president of the upscale retailer Sharper Image said, "Anything relating to massage or mental is selling well. I know it's because people are buying relief."

*(Washington Post - 1/11/91 - p. F1)*

## Health Care News..

An article by Carol Saline in the January issue of *Philadelphia* magazine entitled, "The Price is Wrong,"

summed up reports on the health care system which have appeared during the past few months: "The [health care] system - in particular, who gets what care - is out of control. We spend \$ 2500 per person for health care in the U.S., which is 50 percent more than Canada, twice that of Japan, and triple that of England. Yet people in those countries live as long as we do and have lower infant mortality rates."

*(Philadelphia - 1/91 - p. 35-39)*

Health and Human Services Secretary Louis Sullivan reported skyrocketing health care costs in the *Washington Post* in December. The nation's outlay on health climbed to \$604.1 billion in 1989, an increase of 11.1 percent over 1988. Health outlays as a share of gross national product rose from 11.2 percent in 1988 to 11.6 percent in 1989, the highest figure for any developed nation. In 1960, the U.S. spent only 5.3 percent of GNP on health.

*(Washington Post - 12/21/90 - p. A3)*

What is happening in response? A *Washington Post* article, "Devising a Cure for High Costs in Health Care," reported that for the first time since the mid-1970's, supporters of national health insurance believe they have a legitimate chance of winning congressional approval for a universal health care bill. The article pointed out that recently 55 unions, 35 corporations, health care groups and public interest lobbying groups formed a coalition for health care reform to develop a proposal to overhaul the nation's health care system.

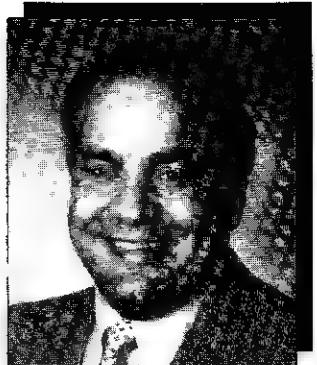
*(Washington Post - 12/17/91 - p. H1)*

On March 6, the *Washington Post* reported that a national health insur

# Certification Corner

## Council Selects Testing Company

by George P. Kousaleos  
National Certification Council Chair



The Psychological Corporation, a leading testing company, has been selected by the National Certification Council to coordinate the development and administration of the first National Certification Examination.

The Psychological Corporation, a subsidiary of Harcourt, Brace, and Jovanovich, has developed psychological, educational, and credentialing examinations for over 70 years. Their expertise with professions similar to massage therapy, and their use of innovative techniques, supports the Certification Council's commitment to produce the highest quality examination that is user-friendly and fulfills the requirements of the National Commission of Certifying Agencies.

A "Proposed Calendar of Key Events" has been organized by Chuck Friedman, Ph.D, Division Director of the Psychological Corporation. While the Certification Council will determine exact dates at its next meeting, here are important events for the remainder of this year and into 1992:

### 1991

**August:** Item Writing Workshop—Massage Therapy and Bodywork experts will write test questions that pertain to the subject areas identified in the Job Analysis Survey.

**September:** Council Meeting and Item Review—The National Certification Council will meet to finalize plans for eligibility requirements, by-laws, National Board structure, recertification, and a complete review of the item bank.

**November:** Field Test—Three regional field tests which will serve as pilot examinations, will evaluate the test questions, the test format, and the length of testing time.

**December:** National Distribution of Candidate Handbooks.

### 1992

**February:** Content Review—The National Certification Council will review and approve the final test form.

**March:** Application deadline for first test.

**April:** First test administration—The first certification examination will be administered nationally at 40 sites.

**September:** Application deadline for October test.

**October:** Second test administration.

### Recommended Reading

For those of you who want to understand more about the issues concerning National Certification, please read the two articles entitled, "National Certification Perspectives I & II," in the *Massage Therapy Journal* (Winter '91 and Spring '91). These articles discuss issues about the governing body, administrative independence, the voluntary nature of certification, exam content determination, possible effects on training programs, written vs. practical exams, and the initiation and funding of the program by AMTA.

### Job Analysis Report Ready

Just a quick reminder—the final Job Analysis Report, *A National Study of the Profession of Massage Therapy / Bodywork*, can be purchased through:

#### AMTA Office

Attn: Job Analysis Report  
1130 W. North Shore Avenue  
Chicago, IL 60626  
(312) 761-2682

The full report, available for \$25, contains the survey methodology, statistical results including demographic information and important ratings for professional responsibility and knowledge, and the appendices. The appendices include the survey instrument, information about the original Steering Committee, and more detailed statistics. The short report, available for \$10, contains the first 34 pages of the final report without the appendices.

### Now Speaking at Your Conference

Please look for me and other members of the National Certification Council at upcoming AMTA State and Regional Conferences, and at the National Convention in Palm Springs, CA. Wherever possible, we will hold forums and question and answer sessions. We always welcome your questions and comments.

For further information, contact:

George P. Kousaleos  
223 W. Carolina Street  
Tallahassee, FL 32301  
Phone: (904)222-8673

# Certification Corner: The Pursuit of Excellence

by George P. Kousaleos  
National Certification Council Chair

The "pursuit of excellence" is a theme embodied in the development of the National Certification Program. *Pursuit* means continued effort or exertion; *excellence* refers to a high degree of merit or great worth. For those involved thus far, the National Certification Program has been a continual effort to produce an examination of "high merit and great worth."

Excellence is the standard that Susan Rosen (WA) and Susanne Carlson (OR) held as they approached the AMTA National Board with the idea of producing a nationally recognized credential for massage therapists and bodywork practitioners. The National Board, under the leadership of Robert King, undertook the project and named Elliot Greene as the project manager. Elliot's initial research produced the necessary information to insure future success.

With the naming of the Steering Committee in 1989, work began on the Job Analysis Survey, the research needed to define the entry-level, core body of knowledge for our profession. The pursuit of excellence was well established as the Steering Committee selected Knapp and Associates as its professional consultants for this part of the project. Considered one of America's finest psychometrists, Joan Knapp helped to create a survey now being utilized as an example of excellence for other professions. The high return rate of 42% has set another standard for other professions to emulate. Even more encouraging was the significant agreement among those surveyed on the content of the core

knowledge and skills for our field. This confirms the effectiveness of the project.

Next, the Certification Council selected a testing company to develop and administer the examination. Again, the pursuit of excellence guided the Council. The Psychological Corporation, with 70 years of experience in psychological, educational and professional testing, was the clear choice. Their parent company, Harcourt, Brace, and Jovanovich, is the largest publisher of educational textbooks in the world. The Psychological Corporation has the personnel, technology, and expertise to lead us into the twenty-first century, and to insure that our National Certification Program will continue to serve as a model for all other allied health professions.

Currently, test development is underway. On August 22-25, 1991, an Item Writing Workshop was held in San Antonio, TX at The Psychological Corporation's headquarters. Eleven item writers, with guidance from testing company specialists, formulated over 300 questions. Each question represents a specific subject area from the approved, core body of knowledge established by the Job Analysis Survey.

More questions will be added to the item bank and a final Item Review Workshop is scheduled for late September. A Candidate Handbook will be prepared by November and should be distributed at the National Convention in Palm Springs. Over 25,000 will be mailed to AMTA Chapters, other national associations, organizations, schools, and

clinics. Look for the first National Certification Exam in September 1992.

The pursuit of excellence through a National Certification Exam would not have been possible without the tremendous growth of the massage and bodywork profession. Because of this growth and the demands from inside and outside the profession to define ourselves, National Certification is becoming a reality. I trust we share a professional vision that has, at its core, a solid foundation of knowledge, skills, abilities, and ethics. From that foundation we can build a diverse body of knowledge that bridges philosophies, cultures, disciplines, and experience. The pursuit of excellence will carry this profession forward, and with it, all those who share in the therapy of touch.

## Thank You

...to the Oregon State Chapter, the Southwest Regional Conference and hosting Arizona Chapter, the Yellow Brick Road Four State Conference and hosting Kansas Chapter for their hospitality and support.

...to all State Chapters that have sent the National Certification Newsletter to their members.

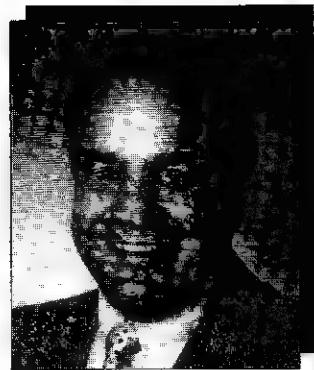
...to the American Oriental Bodywork Therapy Association, the American Polarity Therapy Associa-



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# Certification Corner: Countdown to the First Certification Exam!

by George P. Kousaleos  
National Certification Council Chair



**T**he dates have been set! The first National Certification Examination will be given on Saturday, June 27, 1992; the second on Saturday, December 12, 1992.

The Examination Committee will serve as an umbrella committee for all examination development. The Committee will work directly with the Psychological Corporation, the testing company selected to develop and administer the examination. The Committee also will provide information to the Council and the future Board. The members of the Examination Committee are: Dorothy Schwartzberg (Chair), Raymond Castellino, Susan Hollister, Katy Huff, Jeffrey Maitland, and Wayne O. Sickels.

Listed below is important information excerpted from the official *Candidate Handbook*. The handbook, which contains more detailed information as well as applications for the exam, will be sent to all AMTA and Federation members in the upcoming weeks.

## Examination Fees

The fee for the examination will be \$150.00. Applications and fees are due one month prior to the examination date. For specific fee and application deadline information, please consult the handbook.

## Examination Sites

42 national sites, located near general populations of massage and

bodywork practitioners, have been chosen for all future examinations. Most examinations will be held in college auditoriums or testing facilities. The Psychological Corporation has an extensive network of proctors who will administer the exam. If a site is not available in a rural or distant area and one or more candidates from that area wish to be tested, a special examination site can be arranged. An additional charge of \$150.00 will be added per new site.

## Eligibility Standards

The following criteria determine the eligibility of a candidate to sit for the examination. The *Candidate Handbook* explains the criteria in greater detail.

**I. Grandmothering:** During the first two years of the National Certification Examination (1992 & 1993), any practitioner who has been in practice for a minimum of one year may sit for the examination. Candidates must submit a signed affidavit to that effect.

**II. Point System:** 50 points earned in any one of the following categories, or combination of categories, will qualify a candidate to sit for the examination.

**A. Education:** This category includes formal school training, apprenticeships, workshops, and seminars. Ten "clock hours" equal one point. A "clock hour" equals 50 minutes of supervised instruction. Example: Graduation from a 500

hour program earns 50 points, fulfilling all eligibility requirements. A 150 hour program earns 15 points. Points cannot be earned for educational programs of less than 100 hours.

**B. License or Registration:** This category includes state, municipal, or sovereign state licensing or registration which mandates an educational requirement and the successful completion of an examination. The candidate must hold an active license in good standing. An equivalent number of points will be granted for educational requirements and successful completion of the licensure examination. Example: a license that requires 250 hours of education and passing the licensing examination earns 50 points.

**C. Professional Experience and Practice:** A maximum of 30 points can be earned through professional experience and practice. Each year of professional practice earns 7.5 points. One year of practice is defined as a minimum of 400 sessions or treatments. Here, too, a signed affidavit to that effect must be submitted. Example: four years of professional experience with not less than 400 sessions or treatments per year will earn 30 points. This provision will terminate four years from the date of the first examination.

**III. Code of Ethics:** All candidates must sign a Professional Code of Ethics contained in the *Candidate Handbook*.

*continued on page 19*

# Regional Conferences

## Rocky Mountain Visions

Don't miss out on this opportunity to get a whole new view on things. Join the **Arizona, Colorado, New Mexico Chapters** as well as the hosting **Utah Chapter** in Park City, Utah for the second annual **Southwest Regional Conference** on August 13-16, 1992.

Exciting presentations will be made by AMTA President **Elliot Greene**, Keynote Speaker; Immediate Past President **Robert King**; and **Jim Oliver** who will talk about Music Therapy. Many other topics will be covered: Aromatherapy, Visualization Therapy, Oriental Bodywork, and Herbology and Nutrition.

A western dance with a live band will provide fun and entertainment for all!

Escape the heat and come to beautiful Park City, a resort community which lies at 7000 feet in the Rockies. Activities abound and

there's something for everybody. For the more adventurous there's hot-air ballooning and for those who prefer to stay on the ground there's hiking, biking and golf. For information and registration contact:

Carol Kuntzelman  
PO Box 681377  
Park City, UT 84060  
(801) 649-5565 office  
(801) 649-8586 home

## California Presents...

The California Chapter is holding its annual State Convention March 19-22 at the Irvine Radisson Hotel in Irvine, CA. This is a special Convention for the Chapter as it celebrates its 30th Anniversary this year. The Convention will feature nine hands-on workshops as well as over 40 exhibitors. Saturday night's entertainment will be provided by "Dr. Rock," a band put together by five physicians.

For information and a convention brochure call Lorraine Coneby at (408) 365-7401. ♦



## Certification Corner

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## Field Tests

On Saturday, January 25, the Psychological Corporation conducted field tests in five cities. The tests help to determine the final test format by providing valuable data on the questions and the layout. Invitations were mailed to a cross-section of practitioners and the first 50 to volunteer were selected. Field test participants did not receive scores, nor did they become nationally certified.

## Official Designation

The name chosen for the designation is still under review. The Certification Council has been soliciting input from the profession and will meet at the end of April. By the first examination, an appropriate designation will be chosen. ♦

The *Candidate Handbook* provides more detailed information on these items. Start looking for your copy toward the end of March. If you fail to receive the handbook, contact Education Administrator Sharon Brown at (312) 761-2682.

# Final Touches

by George P. Kousaleos  
National Certification Council Chair



The National Certification Council held its last meeting in Chicago on April 16-19, 1992, returning to the city where the first Steering Committee meeting was held 2 1/2 years earlier. The sense of completion was evident as the final touches were added to the examination development process and decisions about the official title, recertification, appeals process, budget, and bylaws were made. Every Council member has shared valuable experience to bring National Certification to fruition.

Here, then, are the most recent developments of the process:

## Final Test Form

The Examination Committee met in March 1992 in San Antonio to review the results of the field test and prepare the final test form. Each question was examined closely using the statistical analysis and written feedback from the field test. Items which performed poorly, or those that unfavorably represented one massage and bodywork approach were substituted with items determined to be more generic in nature and better understood by practitioners of various approaches.

## Standard Setting Panel

Members of the Standard Setting Panel met at The Psychological Corporation offices in San Antonio in early April to determine the passing score for the upcoming National Certification Examination. The Panel was asked to judge the difficulty of each question based on what percent of entry level practitioners they thought could answer the item correctly.

Most of the members of the Standard Setting Panel had entry level

knowledge. Only two members of the Panel had more than five years experience.

Both the Examination Committee and the Standard Setting Panel have taken a preliminary version of the examination. Their responses varied: "a joy to take," "hard," "objective and relevant," and "not set up for failure."

## National Certification Council Meeting

The National Certification Council has completed most of its assigned tasks. A priority item has been the determination of the names for the governing body, the examination, and the certificate designation. After months of getting feedback on this issue, a decision was made to change current names, and to utilize the phrase "Therapeutic Massage and Bodywork" in all three places for consistency and clarity.

The name of the governing body will be the NATIONAL CERTIFICATION BOARD FOR THERAPEUTIC MASSAGE AND BODYWORK; the name of the examination will be the NATIONAL CERTIFICATION EXAMINATION FOR THERAPEUTIC MASSAGE AND BODYWORK; and the individual designation will be NATIONALLY CERTIFIED IN THERAPEUTIC MASSAGE AND BODYWORK.

The Council has recommended that the future Board and all professional associations continue the discussion of the issue of occupational title.

A recertification plan was adopted that requires recertification every four years. This may be done by retaking the examination, by continuing educa-

tion, or by a combination of continuing education and professional experience. Details of the recertification plan are being studied further.

In other Council news ... an appeals process in the areas of eligibility and examination scoring is under development. The Council also completed the first draft of the bylaws for the next governing body, the National Certification Board for Therapeutic Massage and Bodywork. In addition, a proposed budget for the 1992-1993 fiscal year was adopted. A goal is to have expenses of the National Certification Program covered by examination fees, and to begin paying back AMTA's loan to the program.

## Final Thoughts

The National Certification Program is a visible achievement of our profession. It has been accomplished through the volunteer efforts of many participants. The Program has been discussed, debated, criticized, supported, misunderstood, and acclaimed in one fashion or another. The truth is that we are all looking for a fair representation of who we are, of what we need to know, and of how we can achieve a sense of fulfillment in this noble profession. National Certification can serve as one of the vehicles that will allow us, and those that the profession serves, to continue the search for unity, knowledge, and competence.

I challenge each of you to stay committed to this quest by participating in the examination. I look forward to widespread use of the title, Nationally Certified in Therapeutic Massage and Bodywork. ♦

## Certification Corner

# It Finally Happened!

by George P. Kousaleos  
National Certification Council Chair



**O**n June 27, 1992, 888 practitioners took the first National Certification Examination for Therapeutic Massage and Bodywork. The examination was given at 44 sites nationwide, including one in Canada. The largest number of candidates at a single site was in Washington, D.C., where 75 candidates were greeted with lemonade and fruit as they left the examination room at the University of Maryland.

AMTA President Elliot Greene commented on his feelings about the examination: "I had a really good feeling to see the unfolding of a project that has been three and a half years in the making. It was an exciting experience to be with so many other massage therapists who shared a genuine sense of fellowship, warmth, and commitment to our profession." Benny Vaughn, AMTA First Vice President, noted, "It demonstrated the first real step toward national recognition of massage therapy as a health profession."

Bill Hogan, Vice President of The Psychological Corporation, the testing company that designed and administered the examination, said: "This is one of the largest certification test premieres we have ever administered." Based on his experience with other certification projects, it is expected that the December examination will have 30 to 50% more candidates.

Beverly Schoenberger, a physical therapist who is also Director of Education for the Connecticut Center for Massage Therapy, said the National Certification Council and the Examination Committee "did a fabulous job.

The examination was very fair." Fairness was part of the feedback received from John Fred Spack, AMTA Government Relations Committee Chair from Ohio. John explained that "the test was fair, well-rounded, and professionally designed."

Some candidates have commented that the examination was "comprehensive and hard" while others have said it was "too easy." Raymond Moriyasu, AMTA Third Vice President said, "The examination was challenging, especially if you've been out of school for ten years or more. The experience was educational as well. There are several areas I want to continue reviewing." Ralph Stephens, AMTA Central District Representative from Iowa, said, "The examination was fantastic. It was well constructed and will challenge the entry-level massage therapist."

### Results Just In!

As we are going to press, the results of the first National Certification Examination are being studied. 97.5% of those taking the examination passed.

This high pass rate reflects the level of training and experience of the group taking the entry level examination. Approximately 75% had 500-1000+ hours of therapeutic massage and bodywork training; 55% had 3 or more years experience in the profession; 85% received their training in schools; 49% had college degrees and 17% were junior college or vocational program graduates.

Practitioners from a variety of disciplines were represented, and listed their primary disciplines as: 24% Traditional European; 23% Contemporary

Western; 18% Structural/Functional/Movement Integration; 5% Oriental; 3% Energetic; and 24% Eclectic. Main practice setting also varied with 50% in private practice; 16% in other health professionals office; 6% in fitness center/health club; 6% in holistic health center; and 11% in some other settings.

Congratulations to the first group Nationally Certified in Therapeutic Massage and Bodywork!

### Second Item Writing Workshop

Preparation for the National Certification Examination to be given in December is well underway. The item (question) bank must be continually renewed and expanded, and must reflect the data collected from the 1990 Job Analysis Survey. Dorothy Schwarzbach, Examination Committee Chair, organized a 21 member Item Writing Workshop in June at the Psychological Corporation headquarters in San Antonio, TX. Item writers were from various geographic regions, discipline areas, levels of experience, and proficiency in test construction.

### The December Examination

The next examination will be held throughout the United States on December 12th, 1992. To all those who were waiting to see how the first examination turned out — now's your chance to meet the challenge of the profession.

Applications must be received by the regular deadline of October 30th, or the extended deadline of November 14th. Applications and Candidate

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# Aiding the Olympic Dream

In the months leading up to the Summer Olympics in Barcelona, members of the AMTA National Sports Massage Team did their part to make the Olympic dream come true for young American athletes. AMTA was well represented at the United States Olympic Gymnastic Trials in Baltimore and the United States Olympic Track & Field Trials in New Orleans.

Neil MacDonald, physical therapist and Medical Director for the U.S. Gymnastic Trials, asked Maryland Chapter President Jeff Young to coordinate the massage services provided at the trials. The presence of massage therapists at all practice sessions and competitions was required.

Jeff put together a team of 12 massage therapists from six different states. Participating AMTA members were: Carey Bland (MD), Deborah Cadoux (MD), Pat Caufield (CT), Vicki Johnson (WY), Harvey Heyman (MD), Christine Reay (MI), Bob Rogers (MD), and Paul Welliver (MD).

Massage therapists worked closely with the medical support staff provided by the Union Memorial Hospital Sports Medicine Center in Baltimore. "An extraordinary level of cooperation among the massage therapists, physical therapists, and athletic trainers was sustained throughout the competition," Jeff Young remarked. "Our presence exemplified the standards and professionalism associated with AMTA members."

After the trials, Jeff received a letter from Neil MacDonald, thanking the massage therapists for doing a tremendous job. "Clearly your staff had the greatest impact on the largest number of people associated with the event," his letter stated. He went on to say that he would like to further explore the

role massage therapy could play at the Union Memorial Sport Medicine and Spine Centers.

"When the voice of inspiration calls you, answer that call," Lucien Caillouet and Lisa Holk thought when they volunteered their services to the 1992 U.S. Olympic Track & Field Trials in New Orleans. The two National Sports Massage Team members from Illinois made the trip down to Bayou country because they knew they were needed and they wanted to be part of something big.

Their initiative is representative of the other massage therapists who came from around the country to work at the trials. The fact that there wasn't a coordinated team effort didn't stop all the individuals who had the desire to work with the athletes.

Lucien Caillouet reported that the athletes quickly took advantage of the "hands-on" work and expressed appreciation for the massage treatments as well as the educational principles shared by the massage therapists. "All benefitted from the team approach," Lucien commented, "where various practitioners worked with the athlete according to the therapist's specialty and the athlete's needs." The coaches directed the massage therapists to work on specific muscle groups. Lucien also noted that massage therapists worked alongside the chiropractic team.

"It was wonderful to be part of the U.S. Olympic effort," Lucien said. "The involvement of massage therapists represented another Olympian leap towards visibility for the profession and defining our niche as health professionals." ♦

## Certification Corner

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Handbooks can be obtained by writing to: National Certification Board for Therapeutic Massage and Bodywork, P.O. Box 268140, Chicago, IL 60626. The telephone number is (312) 761-7684.

### A Personal Note

I was one of the first 888 to sit for the National Certification Examination. I would like to add my comments and feelings about the power of that experience. I admit, I've got a great deal invested in this project. As National Certification Council Chair, it has been a major part of my professional life for almost three years. I have digested volumes of information on a wide assortment of topics. I have met and discussed these topics with caring professionals from all 50 states and Canada. So, as I sat for the examination I was aware of an overwhelming sense of completion, mixed with the uncertainty, doubt, and anxiety of a nervous parent waiting to see his child's face for the first time.

I opened the examination booklet and each question resonated for me the image I have of our profession. Ours is a field of study that is broad in certain areas, specific in others, and always views the client's/patient's health and safety as the underlying reason of why we serve the public. The examination was challenging, much like every day in the clinic proves to be. Like real life, the examination made me realize that I need to continue to "sharpen my saw," refine my skills, and improve my knowledge bank. I can only hope this examination will do for the profession what we as therapists do for those who receive the benefits of our skills.

Thanks again to all who have worked with diligence and professionalism in seeing this project to its fruition—especially my fellow members of the National Certification Council. ♦

# Certification Council Steps Down

by George P. Kousaleos

Former National Certification Council Chair

## New Board Appointed

The National Certification Council has completed its official responsibilities of developing the Certification Examination and creating an organizational structure that will continue the work of National Certification. It has overseen the development and first administration of the National Certification Examination in June, 1992. The Council accomplished all of its goals, including completion of the Job Analysis Survey, organization of Item Writing and Item Review Workshops for the development of the item (question) bank, setting a passing score, approving the final examination form and, finally, completing the bylaws that allow the National Certification Board to operate with administrative independence as an Independent Affiliate of the AMTA.

The National Certification Council's Nominations Committee has recommended the appointment of eight professional members to the first National Certification Board for Therapeutic Massage and Bodywork (NCBTMB). A public (consumer) member will be named later this fall. NCTMB members include Margaret Avery of Arizona, Director of the Desert Institute; Emily Cowall of Toronto, Canada, Chair of the Ontario Board of Massage Therapy; Leslie Korn of Massachusetts, Director of the Center for Traditional Medicine; Joanne McLees of North Carolina, nurse and massage therapist; Thomas Myers of Maine, Rolf Institute faculty member; Susan Rosen of Washington, educator and Vice Chair of the National Certification Council; Dorothy Schwartzberg of California, Chair of

the Certification Examination Committee; and Steven Schenkman of New York, National President of AOBTA.

The terms of office of the first board will be staggered as two and three year positions to avoid a complete turnover of board members in 1994. Future terms will be two years in duration, with half the board elected by those who have already been nationally certified and half selected with recommendations from the Nominations Committee. The new Board will hold its first meeting in San Antonio, Texas in December, 1992. Following an orientation workshop, the Board will begin its work on committee assignments, recertification guidelines, grievance and appeals procedures and the formation of an Advisory Council.

## Regulation and Insurance News

Since the administration of the first National Certification Examination last June, seven state regulatory boards have contacted the National Certification Program. Five states (Delaware, Florida, Nebraska, New Mexico and Rhode Island) have authorized the use of the examination as the written portion of their licensing examination. Connecticut and Iowa have expressed interest and are likely to adopt the examination as well. One of the stated benefits of National Certification is the acceptance of a national standard that will alleviate some of the difficulties experienced by massage therapists when moving from one licensed state to another. The acceptance of an examination that promotes reciprocity and/or endorsement will

be welcome news to the ever-mobile massage therapy professional.

Recently, the Insurance Commission of West Virginia approved those who are nationally certified in therapeutic massage and bodywork as third party providers. I believe this heralds the beginning of recognition of the validity of the National Certification credential by other state and private agencies.

## A Final Thank You

It has been a great honor to serve for two and a half years as the Chair of the Certification Council. During that time, I travelled throughout the country to participate in conventions, meetings and forums to discuss the merits of National Certification. Whether greeted with support or criticism, I found that massage therapists are deeply concerned about their chosen profession and its future. To all of the practitioners that I have met, spoken with by telephone or corresponded with by mail, I would like to say, "Thank you for your concern, your judgement, your patience and your persistence."

To the members of the Certification Council — Margaret Avery, Patricia Benjamin, Raymond Castellino, Elliot Greene, Jeffrey Maitland, Eva Marie Peterson, Susan Rosen, and Steven Schenkman and former member Susanne Carlson — thank you for your diligence, your professional commitment and the valuable time and energy that you have given so freely since February of 1990. Special thanks also go to the committee chairs and



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## Certification Corner

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their members, who served with vigor and commitment on projects large and small. Administratively speaking, the work could not have been accomplished without the untiring efforts of Sharon Brown, Patricia Benjamin, Susan Rosen, Dorothy Schwartzberg, the professional consultants from Knapp and Associates, the Psychological Corporation, and, especially, the staff at the AMTA Office.

Now I understand how it feels to accomplish a major national goal, born from a shared vision, encompassing a broad and diverse population and establishing our core body of knowledge and skills. It is deeply gratifying to know that each of us who have contributed time, energy, knowledge and passion to this project can be certain this work will not end. Indeed, it will continue to expand and grow with the profession. National Certification will be fueled by the unceasing desire for excellence and the pursuit of truth.

Finally, I wish to thank the membership and leadership of the AMTA. Elliot Greene and the National Board provided an unwavering support which was fortified by your desire to empower our profession. ♦

## Preparing for the National Certification Exam: Buyer Be Aware and Beware!

*by Patricia J. Benjamin, Ph.D., Director of Education*

Books, workshops and videos are starting to appear which offer to help you prepare for the National Certification Examination for Therapeutic Massage and Bodywork. Such study aids are common, and may be helpful for reviewing for professional and vocational examinations such as the National Certification Examination. However, materials do vary in quality and relevance to the actual examination, and some teachers are better and more qualified than others. Be a smart consumer, and consider the following cautions before investing in any examination preparation programs or materials.

### Be aware that:

- a review or preparation workshop is a poor substitute for a full class or course of study. Most are intended only to refresh your memory, not to teach you an entire subject from start to finish. Beware of those workshops which promise too much too quickly.
- you have a right to know your teacher's qualifications. Beware of "instant experts" who don't possess an adequate background in the subject they are teaching.
- examinations are made up of randomly selected questions in certain subject areas. These questions change regularly with new versions of the exam and no one knows the actual questions on the particular version of the exam you will take. Beware of any persons or materials which imply that they "know what's on the exam." You can "know" as much as they do by reading the content outline provided in the candidate handbook.
- neither the AMTA nor the National Certification Board publish or endorse any workshops or study materials at this time. Beware of any suggestion that workshops or written materials are approved or published by AMTA or the National Certification Board. There will be a study workbook available from the National Certification Board in about a year.

Review workshops and study materials can be helpful in preparing for the National Certification Exam if chosen carefully. Be a smart consumer. And good luck on your exam! ♦

## Bumper Stumper winners announced.

Carol Spangard of Crystal Lake, Illinois and Margaret Avery of Tucson, Arizona are co-winners of AMTA's Bumper Stumper Contest. Both women suggested *Massage Therapists Knead You*, while Margaret, who submitted multiple entries, was a double winner. Her *Massage Therapy: What they didn't teach you at Harvard Business School* was the other victorious slogan. Bumper stickers can be purchased through the Membership Department (708) 864-0123. Cost is \$2.95 each, or two for \$5.00. Get yours today and be a driving force behind your association!

**Massage Therapy** What they didn't teach you at Harvard Business School

Massage Therapists Knead You

# Sharing the Commitment to National Certification

by Joanne P. Mc Lees, Chair  
National Certification Board for Therapeutic Massage and Bodywork



In the fall of 1992, the National Certification Council, chaired by George Kousaleos, bid its farewell. In its place, the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) was formed as an administratively independent affiliate of the American Massage Therapy Association. Eight elected board members now govern the National Certification Program.

After the NCBTMB met in San Antonio, December 10-14, 1992, I called my 87 year old Aunt Katie (who exudes wisdom and curiosity) in Florida to tell her of my new commitment. She politely put me through a questionnaire that any of you might have assembled in order to learn the mission, purpose, structure, process, benefits, resources and impact of National Certification on our "neighbors" in health care and our consumers.

Eventually she asked, "How much are they paying you?" (I'm a volunteer) followed by "Does this mean you won't come to see me for three years?" (the length of my board term).

Just as you need to know how National Certification affects you, Aunt Katie needed to measure its impact on her in personal terms. After all her questions were answered, she said, "This is a wonderful thing, isn't it? Tell me, what can I do to help?"

Aunt Katie has taken a leap of faith. She knows a "good thing" and the value of two-way communication. She invited herself into the process and will be a great help. So can you, by sharing

in the commitment to National Certification.

## The Challenge

In 1992, the two National Certification Examinations (NCE's) resulted in 2,098 certificants. But applicant participation involves more than just sitting for a test. In addition to the study required to pass the NCE, you must meet the eligibility standards for training and experience, make assurances that you'll abide by a code of ethics and agree to follow rules and procedures.

The process of certification does not take place in a vacuum. A National Commission for Certifying Agencies (NCCA) approves certification programs that voluntarily meet established criteria and standards. In other words, this is the body that certifies the certifiers for a variety of occupations across the United States. One aim of the NCBTMB is to receive NCCA approval for our program. Applying for such certification is no simple task.

Governance, financing and staff support must all be in compliance, insuring that our entire proposal is soundly based. The program components being developed to meet NCCA criteria and our awareness that we must remain relevant to our profession, our neighbors in health care and our consumers will provide many challenges as we proceed.

The NCE represents an enormous achievement accomplished by those who've shared in the commitment to certification to date. To our supporters, our certificants, those who've worked

so hard to make the dream a reality, and those who plan to be involved in the job ahead of us, thank you.

## Sharing and Commitment

As Aunt Katie demonstrated, sharing not only implies getting your portion, it also means giving to others, so that all may participate. Commitment can involve either entrusting a process to the safekeeping of others or actively engaging in events which shape your life.

We invite you to share in our mission and goals:

### Mission Statement

The NCBTMB promotes professionalism by creating and maintaining standards of competency in the field. Our heartfelt commitment is to unity in service while honoring diversity.

### Purpose (excerpted from Bylaws)

The primary purpose of the NCBTMB is the evaluation of those individuals who wish to enter, continue and/or advance in the profession of therapeutic massage and bodywork through the certification process, and the issuance of credentials to those individuals who meet the required level of competence.

Even if you cannot participate on a national level, we want to hear from you. We may not be able to write a personal reply, but we will listen and take notice. Our hope is to create a community of volunteers who share a commitment to National Certification. Your energy, competence, ambition, reason and patience will be needed as together we remain focused on success.♦

# Competency for Life: Maintaining Certification

by Joanne P. McLees, Chair  
National Certification Board for  
Therapeutic Massage and Bodywork



**B**efore signing up for the National Certification Program, I wanted to know, "What do I have to do to maintain it?" and "How often do I have to renew it?"

The mail confirms that some of you want the same answers. Phone calls vary from admissions of "sheer terror" about the prospect of unreasonably hard requirements for continuing education to the opinion that a one-time exam should be the sole requirement to remain certified forever. Through other communications, many of you conveyed understanding that what passes for competency at the beginning of a career does not remain fixed and static throughout the life of that career.

## Quality Control

The National Organization for Competency Assurance (NOCA) addresses this issue through their certification maintenance guidelines. In their view, standards for continuing competency based on outdated achievements lack validity. The message to health care professionals seems loud and clear: It is essential to keep knowledge and skills current.

To obtain approval from NOCA, the NCBTMB plan must meet eight criteria:

- promote education through the duration of one's professional life
- use meaningful incentives rather than either unrealistically harsh sanctions or requirements so easily met as to be insignificant
- provide reliable indications of an individual's areas of continuing

- competence
- be justifiable economically
- be acceptable to the profession
- be updated periodically in terms of practice
- be linked to discipline
- advance the technology of measurement and evaluation

How do we assure not only NOCA, but consumers, employers, third-party payers, government authorities and practitioners themselves that professional practice remains up-to-date? Some institutions offer accreditation of programs, while government agencies require occupational licensure—just two examples of quality control measures. The third, certification, represents the highest voluntary credential an individual can earn. Recertification (maintenance) exists as a subsystem of the whole credentialing process.

## Measuring Success

One way continuing practitioners can demonstrate their equivalent skills and knowledge is to retake and pass the entry level exam. When such an option is available, statistics show that fewer than one tenth of one percent of certificants choose to retake a certification exam. Does anyone really like the confined, regulated, anxiety-laden atmosphere of an examination room?

I do know of one incredibly motivated and enthusiastic certificant who has passed the exam three times. He intends to take it again this November. However, I doubt that many certificants who've found the courage and personal resources to take it thus

far will cheerfully apply for recertification through a second sitting of the exam.

A second measure for assessing skills, knowledge, and attitudes centers on a combination of formal and informal educational programs and learning activities meant to link recertification with personal growth. A further refinement of this approach is to specifically create a standard whereby practitioners have choices relevant to their individual scope of practice. The intention is to help practitioners identify strengths and weaknesses relative to others in the field, convert weaknesses into strengths, and document that this process has occurred.

A third method of enhancing competency embodies a work experience requirement. Doing the work involves learning, unlearning, and adjustment to changing conditions.

To help assure that NOCA guidelines are met, the NCBTMB engaged a consultant in continuing education training, Louis Phillips, Ed. D., to assist in the research and development phase of our recertification program. Part one of the overall plan reached completion in August when the NCBTMB approved a flexible, user-friendly model—one that will grow along with us. Development of a recertification manual will follow.

Our aim is to build a recertification process that's reasonable and fair—and meaningful to every practicing certificant. ♦

**A NATIONAL STUDY OF THE PROFESSION OF  
MASSAGE THERAPY/BODYWORK**

**Conducted for the**

**COUNCIL OF NATIONAL CERTIFICATION PROGRAM FOR MASSAGE THERAPISTS**

**By**

**Joan E. Knapp, Ph.D.**

**Eileen J. Antonucci, Ph.D.**

**Knapp and Associates  
Princeton, New Jersey**

**December, 1990**

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# **A National Study of the Profession of Massage Therapy/Bodywork**

**December, 1990**

## **I. INTRODUCTION**

In 1988, the American Massage Therapy Association (AMTA) officially authorized the National Certification Program for Massage Therapists. National certification is an integral part of the AMTA Strategic Plan for Professional Development in the 1990's.

It was initiated as an effort to establish a valid national credential which would enhance professional respect and consumer confidence in massage therapy. Voluntary professional certification will also provide a self-regulatory device and a method of self-definition for massage therapists. It can serve as an internally generated standard for use by external regulators (e.g., state licensing agencies), which would help preserve the autonomy of the profession.

The Guidelines of the National Commission for Certifying Agencies (NCCA) were adopted for development of the Program. This was to ensure that the National Certification Program for Massage Therapists meet the highest recognized standards for professional certification programs. These Guidelines dictate that the Program be administratively independent from the AMTA, and that the process meet standards of fairness, accessibility and validity among others. To help ensure this aim the National Certification Steering Committee was appointed (see Appendix A).

One of the most important NCCA guidelines involves the validity of the certification examination, i.e., that the examination reflect the reality of which skills, knowledges and abilities are actually needed to perform the work. A more basic consideration is whether there is even a core body of knowledge and skills common to practitioners which can be tested. If there were significant disagreement among practitioners about what constituted entry level skills and knowledges, a national certification program would not be justified.

Most occupational and professional licensing and certification agencies use content validation as the basis for documenting the appropriateness of their testing and assessment procedures. Both legal guidelines and the accepted standards for educational and psychological testing stipulate that the content validity of a licensing or certification examination must be established by means of a job analysis. The job analysis provides detailed information about the tasks job incumbents

perform on the job and the knowledge and skills necessary for competent performance.

The information derived from the job analysis is used to develop a "blueprint" or set of test specifications which defines the content of the examination. The content is linked to the tasks the practitioner must perform, thereby ensuring that the assessment procedures will require that knowledge be used as it is in the actual work setting. These procedures demonstrate and document the job-relatedness of the examination.

The job analysis of the profession of Massage Therapy/Bodywork that is the subject of this report was conducted by Knapp and Associates, Princeton, New Jersey, at the request of the National Certification Steering Committee. The procedures used by Knapp and Associates involved an interactive process that combined 1) the job analysis expertise of Knapp and Associates staff members; 2) the professional knowledge of an expert Advisory Committee made up of prominent members of the profession; and 3) the judgments of a large nationwide sample of practitioners in the field of Massage Therapy/Bodywork.

## II. METHOD

The job analysis consisted of a number of steps that included a national survey of Massage Therapy/Bodywork practitioners conducted in August and September of 1990. The job analysis survey instrument was an inventory of the professional responsibilities of massage therapists/bodyworkers and of the knowledge and skills needed to carry out those responsibilities. The development of the survey instrument relied heavily on the professional judgment of the Advisory Committee, which was comprised of practicing Massage Therapy/Bodywork professionals and educators. The steps followed by Knapp and Associates in developing, administering, and analyzing the job analysis study will be described in sequence below.

### A. Establishment of an Advisory Committee

The first step in the process was to establish a 12 member Advisory Committee for the project. The Job Analysis Advisory Committee was a subcommittee under the National Certification Steering Committee and was made up of the Steering Committee and three additional members. The members of the Committee were experienced Massage Therapy/Bodywork professionals selected to represent various regions of the country, practice disciplines, professional affiliations, regulatory agencies, ethnic back-grounds and a diversity of practice settings, educational, and experiential backgrounds. Appendix B contains a list of the Advisory Committee.

The role of this Advisory Committee was to assist in the development of the job analysis survey instrument to ensure that the full range of professional responsibilities and knowledge areas was comprehensively and accurately represented. Representation of different Massage Therapy/ Bodywork disciplines was important to this process, in order to ensure that key responsibilities and knowledge areas across a variety of practice settings would be included. In addition, the Advisory Committee reviewed drafts and final versions of the survey instrument and reviewed and approved this final report.

### B. Literature Review

The National Certification Steering Committee and Advisory Committee supplied Knapp and Associates staff with documents that provided an overview of the field of Massage Therapy/Bodywork and the training, experience, and knowledge necessary for competent performance in a variety of settings. The literature included job descriptions, training manuals and

workbooks, state and local licensing regulations, textbooks, articles, school curricula and lecture materials, memoranda and reports. Appendix C contains a listing of the literature and reference materials. After reviewing this material, Knapp and Associates staff members were able to identify and prepare draft listings of the important professional responsibilities and the knowledge and skills essential to competent performance on the job.

C. Interviews with Practicing Professionals

After the literature review and an initial compilation of the draft listings of responsibilities and knowledge areas, Knapp and Associates staff conducted interviews with several experienced, practicing massage therapists/bodyworkers to review and revise the listings and to identify additional responsibilities and knowledge areas as a preliminary check on the first draft of the lists. The National Certification Steering Committee provided contacts with persons practicing in various environments. The names of the individuals who generously contributed their time and expertise in these interviews are listed in Appendix D. The discussions focused on identifying, reorganizing, and editing the lists of responsibilities and knowledge areas to ensure their comprehensiveness and accuracy, in preparation for their formal review by the Advisory Committee.

D. Development of a Draft Inventory

Based on review of the literature and discussion of the draft listings in interviews with practicing professionals, Knapp and Associates staff formatted the listings of responsibilities and knowledge areas into a draft survey instrument. The first section listed a series of tasks or professional responsibilities that constitute the important aspects of the job. The second section contained a listing of the important professional knowledge areas that practitioners must have assimilated in order to carry out their professional functions. The third section of the questionnaire contained a number of demographic questions that would help to describe the sample and identify categories for use in data analysis.

The draft inventory was presented to the Advisory Committee for formal review and revision during a two-day meeting convened in Baltimore, Maryland, in May 1990. The major topic areas within each section were rearranged and modified and the specific statements

within them were discussed, revised, and edited for accuracy, clarity, and comprehensiveness.

**E. Revision of the Draft Inventory**

Following the Advisory Committee meeting, a revised job analysis inventory was prepared incorporating the Committee's recommendations. The revised draft was sent to the 12 Advisory Committee members for an additional review and approval. Each Committee member was interviewed by Knapp and Associates staff to ensure the comprehensiveness and accuracy of the survey instrument as well as inclusion of the most important tasks and knowledge areas.

**F. Pretest of the Draft Inventory**

The revised inventory was next sent to 15 additional massage therapists/bodyworkers selected by Knapp and Associates from a list of 50, for a pretest prior to administration of the full survey. These 15 massage therapists/bodyworkers who were not part of the Advisory Committee or the National Certification Steering Committee (see Appendix D), represented a diversity of practice settings and geographic regions of the country. Thirteen out of the 15 were interviewed and served as a check for any possible remaining problems with instructions or procedures for filling out the survey instrument.

**G. Final Version of the Job Analysis Survey Instrument**

After final revisions, which incorporated pretest interviewees' comments and Advisory Committee approval, the job analysis survey instrument was printed in quantity by the National Certification Steering Committee in preparation for the survey administration. The final version of the instrument is presented in Appendix E of this report. It includes a section dealing with professional responsibilities, a second section dealing with the knowledge necessary to carry out those responsibilities, a request for suggested allocation of examination content, and a final section containing several demographic questions to help characterize the sample of persons responding to the survey.

Part I: Professional responsibilities. The instrument lists 73 professional responsibilities in Part I, organized into seven broad categories (job dimensions):

1. Session/Treatment Techniques
2. Assessment
3. Session Plan/Treatment Strategy
4. Client/Patient Preparation
5. Client/Patient Management
6. Session/Treatment Environment
7. Professional Development/Ethics

For each of the 73 professional responsibilities, respondents were asked to answer the following question:

**IMPORTANCE:** Regardless of the amount of time spent, how important is competence in this activity for an entry-level Massage Therapist/Bodyworker?

- (0) Not performed by an entry-level practitioner
- (1) Of little importance
- (2) Moderately important
- (3) Very important
- (4) Extremely important

Part II: Knowledge areas. In Part II of the job analysis inventory, 91 knowledge areas were organized into the following ten broad categories:

1. Human Anatomy and Physiology
2. Kinesiology
3. Oriental/Energetic Anatomy and Physiology
4. Clinical Pathology
5. Assessment Procedures
6. Massage/Bodywork Theory and Practice
7. Energetic, Structural and Functional Bodywork Theory and Practice

8. Recognition of Various Conditions
9. Adjunct Techniques and Methods
10. Business Practices and Professionalism

For each of the 91 knowledge areas, respondents were asked to answer the following question:

IMPORTANCE: How important is an understanding of this knowledge area for the entry-level Massage Therapist/Bodyworker to adequately serve and protect clients?

- (0) Of no importance
- (1) Of little importance
- (2) Moderately important
- (3) Very important
- (4) Extremely important

#### **H. Selection of the Survey Sample**

The national population of massage therapists/bodyworkers who are members of the American Massage Therapy Association (AMTA) at the time of the survey numbered approximately 11,000. From this total population a random spaced sample of approximately 30 percent was drawn by taking every third name until a total of 3,630 was reached. Since there are many practicing massage therapists/bodyworkers who are not AMTA members and who are either associated with other professional organizations or unaffiliated, an extensive effort was made to reach these individuals.

To accomplish this, the National Certification Steering Committee appointed Raymond Castellino, D.C., to serve as the Liaison Coordinator for this project. Dr. Castellino contacted over 100 Massage Therapy/Bodywork Disciplines, Membership Organizations and educators to invite their participation in this study (see Appendix F). As a result of this effort, sample lists with the names of additional non-AMTA massage therapists/bodyworkers (N=approximately 9,500) were submitted. Similarly, a sample of 30 percent was drawn from this population resulting in 3,300 non-AMTA members. With this relatively large sample, we can be confident that the various regions of the country, ethnic groups, practice disciplines and settings were represented in proportion to their occurrence in the population.

## I. Administration of the Survey

The final version of the survey instrument was mailed to the sample of 6,930 massage therapists/bodyworkers in August, 1990, along with a postage-paid return envelope and a letter from George Kousaleos, Chairperson, National Certification Steering Committee and Susanne Carlson, Chairperson, Job Analysis/Test Construction Committee, requesting their support and participation. A copy of the letter is included in Appendix G.

Approximately ten days after the initial mailing, a follow-up postcard was sent to each of the 6,930 individuals as a reminder and as a way of increasing total response rate. The postcard is shown in Appendix H.

### III. RESULTS

#### A. Return Rate

Of the total 6,930 survey instruments mailed, 2,859 persons (41 percent of the sample) responded by mailing back a completed questionnaire. Based on experience with similar surveys in the past, a 41 percent return can be considered an excellent response rate, and indicates a strong commitment to advancement of the profession among Massage Therapy/Bodywork professionals. Usable questionnaires (N = 2,574) were retained from 37% of the sample by the stated survey return date.

#### B. Demographic Characteristics of Respondents

In this section of the report, we present results of analyses of the responses to the demographic questions in the survey. These data serve as a description of the group that completed and returned the survey.

**Gender.** The respondent group were predominately women, as shown in the table below.

Gender	Number	Percent
Men	681	26.5
Women	1,853	72.0
No Response	40	1.5
Total	2,574	100

Ethnic background. Slightly over 90 percent of respondents described themselves as being White and non-Hispanic. The complete distribution of ethnic group membership in the respondent group was as follows:

Ethnic Background	Number	Percent
American Indian/Alaskan Native	10	.4
Asian or Pacific Islander	31	1.2
Black	32	1.2
Hispanic	40	1.6
White (non-Hispanic)	2,360	91.7
Other	44	1.7
No Response	57	2.2
<b>Total</b>	<b>2,574</b>	<b>100</b>

Age. The majority of the respondents were between the ages of 35-44 and nearly 90 percent were between 25-54.

Age	Number	Percent
Under 25	45	1.7
25 - 34	562	21.8
35 - 44	1,147	44.6
45 - 54	542	21.1
55 - 64	180	7.0
65 or over	65	2.5
No Response	33	1.3
<b>Total</b>	<b>2,574</b>	<b>100</b>

Geographic region of practice. The distribution of respondents across the major geographic regions of the United States is shown in the table below. Each of the five major regions of the country was represented by a substantial number of respondents.

Geographic Region	Number	Percent
Pacific	645	25.1
Midwest	326	12.7
Great Lakes	500	19.4
Southeast	459	17.8
Northeast	598	23.2
Other	28	.9
No Response	18	.8
Total	2,574	100

Current level of education. Most respondents reported having had some college education with approximately 50 percent reporting 4 years of college or more.

Educational Level	Number	Percent
Did not complete High School	18	.7
High School or Equivalent	169	6.6
Some College	463	18.0
Technical/Vocational Certificate	355	13.8
2-Year College	287	11.1
4-Year College	823	32.0
Master's Degree	348	13.5
Advanced Degree	92	3.6
No Response	19	.7
Total	2,574	100

Location of practice. Nearly 90 percent of the respondents practice in either suburban or urban locations.

Location of Practice	Number	Percent
Urban	1,191	46.3
Suburban	1,043	40.5
Rural	302	11.7
No Response	38	1.5
<b>Total</b>	<b>2,574</b>	<b>100</b>

Number of years practicing Massage Therapy/Bodywork. Slightly over 30 percent of the respondents reported practicing in the field of Massage Therapy/Bodywork for 3-5 years with nearly three-fourths of the respondents reporting 1-10 years experience.

Years Practicing	Number	Percent
Less than 1 Year	214	8.3
1 - 2 Years	529	20.6
3 - 5 Years	790	30.7
6 - 10 Years	589	22.9
11 - 15 Years	279	10.8
16 - 20 Years	98	3.8
21 or more Years	63	2.4
No Response	12	.5
<b>Total</b>	<b>2,574</b>	<b>100</b>

Type of Initial Massage Therapy/Bodywork training. The majority of the respondents reported their initial Massage Therapy/Bodywork training was primarily from a school training program.

Type of Training	Number	Percent
Self-Taught	216	8.4
Workshops, Seminars	376	14.6
School Training Program	1,813	70.4
Apprenticeship	156	6.1
No Response	13	.5
<b>Total</b>	<b>2,574</b>	<b>100</b>

Hours of Massage Therapy/Bodywork training. Approximately two-thirds of the respondents reported having over 500 hours of Massage Therapy/Bodywork training.

Hours of Training	Number	Percent
Less than 100 Hours	61	2.4
101 - 200 Hours	153	5.9
201 - 300 Hours	191	7.4
301 - 500 Hours	417	16.2
501 - 1,000 Hours	946	36.8
More than 1,000 Hours	768	29.8
No Response	38	1.5
<b>Total</b>	<b>2,574</b>	<b>100</b>

Type of Massage Therapy/Bodywork continuing education.

Nearly 70 percent of the respondents reported workshops and seminars to be their primary means of continuing education.

Type of Continuing Education	Number	Percent
Self-Taught	252	9.8
Workshops, Seminars	1,743	67.7
School Training Program	472	18.3
Apprenticeship	87	3.4
No Response	20	.8
Total	2,574	100

Practice setting. The distribution of settings in which respondents reported practicing is shown below. Private practice in the home or in a clinic or office account for slightly over 65 percent of the reported settings.

Practice Settings	Number	Percent
Private Practice Clinic/Office	853	33.1
Private Practice in Home	856	33.3
Hospital/Nursing Home	22	.9
Fitness Center/Health Club/Spa	227	8.8
Sports Medicine Facility	12	.5
Wholistic Health Center	73	2.8
Resort/Hotel/Cruise Ship	42	1.6
Beauty/Skin Care Salon	84	3.3
Corporation/On-Site	13	.5
In Another Health Professional Office	190	7.4
Other	174	6.8
No Response	28	1.0
Total	2,574	100

Organizational membership. Nearly 60 percent of the respondents reported American Massage Therapy Association membership and nearly 20 percent reported belonging to two Massage Therapy/Bodywork organizations or more.

Organization	Number	Percent
American Massage Therapy Assoc.	1,493	58.0
American Oriental Bodywork Therapy	69	2.7
American Polarity Therapy	45	1.7
International Myomassethics Fed.	97	3.8
Rolf Institute	85	3.3
Associated Prof. Massage Therapists	30	1.2
Other	107	4.2
None	128	5.0
Two Organizations	429	16.7
Three or More Organizations	54	2.1
No Response	37	1.4
<b>Total</b>	<b>2,574</b>	<b>100</b>

Licensed to practice Massage Therapy/Bodywork. Slightly under one-half of the respondents reported that they were licensed by a state to practice Massage Therapy/Bodywork with slightly more than one-half reporting no state license to practice.

State Licensed	Number	Percent
Yes	1,054	40.9
No	1,474	57.3
No Response	46	1.8
<b>Total</b>	<b>2,574</b>	<b>100</b>

The majority of the respondents reported that they were not licensed by a county or municipality to practice Massage Therapy/Bodywork as seen in the table below.

County or Municipality Licensed	Number	Percent
Yes	754	29.3
No	1,743	67.7
No Response	77	3.0
<b>Total</b>	<b>2,574</b>	<b>100</b>

Employment status. Slightly under 90 percent of the respondents reported being self-employed.

Self-Employed	Number	Percent
Yes	2,268	88.1
No	277	10.8
No Response	29	1.1
<b>Total</b>	<b>2,574</b>	<b>100</b>

Session/treatment goals. The respondents were asked to indicate how important different session/treatment goals were to their professional practice. The scale of importance ranged from "0" (of no importance) through "4" (extremely important). The number responding to the goal statements varied from 2,503 to 2,550.

The session/treatment goals judged most important were therapeutic benefits, muscular relaxation, health promotion, general relaxation, and education. Session/treatment goals receiving much lower importance ratings were normalization of cranial-sacral rhythm and neuromuscular re-education.

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Session/Treatment Goals	Mean	S.D.
Education	3.27	.81
Therapeutic Benefits	3.56	.62
Bodily Alignment	2.83	.91
Emotional Release	2.51	.99
Body/Mind Integration	2.88	.98
Integrated Movement	2.48	1.00
General Relaxation	3.35	.75
Muscular Relaxation	3.44	.70
Energetic Balance	2.58	1.06
Body Awareness	3.19	.81
Normalization of Cranial-Sacral Rhythm	1.73	1.24
Neuromuscular Re-education	2.31	1.21
Symptom Relief	3.09	.85
Health Promotion	3.39	.74

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**Primary Massage Therapy/Bodywork discipline.** Most respondents reported either Traditional European, Eclectic or Contemporary Western as their primary Massage Therapy/Bodywork discipline as shown in the table below.

Massage Therapy/Bodywork Discipline	Number	Percent
Traditional European	780	30.3
Contemporary Western	597	23.2
Structural/Functional/Movement	293	11.4
Integration		
Oriental	155	6.0
Energetic	86	3.3
Eclectic	623	24.2
No Response	40	1.6
<b>Total</b>	<b>2,574</b>	<b>100</b>

**Secondary Massage Therapy/Bodywork discipline.** Eclectic and Contemporary Western were reported by one-half of the respondents as their secondary Massage Therapy/Bodywork discipline.

Massage Therapy/Bodywork Discipline	Number	Percent
Traditional European	310	12.0
Contemporary Western	589	22.9
Structural/Functional/Movement	274	10.6
Integration		
Oriental	281	10.9
Energetic	296	11.5
Eclectic	693	26.9
No Response	131	5.1
<b>Total</b>	<b>2,574</b>	<b>100</b>

Client/patient sessions a week. Slightly over 75 percent of the respondents reported that on the average they conduct less than 20 sessions a week.

Client/Patient Sessions a Week	Number	Percent
Less than 10 Sessions	946	36.8
11 - 20 Sessions	1,026	39.9
21 - 30 Sessions	389	15.1
31 - 40 Sessions	105	4.1
41 - 50 Sessions	36	1.4
More than 50 Sessions	32	1.2
No Response	40	1.5
Total	2,674	100

Average session time. The majority of the respondents reported 60 minutes as the length of time of their average session as shown in the table below.

Average Session Time	Number	Percent
15 Minutes	31	1.2
30 Minutes	167	6.5
60 Minutes	1,686	65.5
More than 60 Minutes	649	25.2
No Response	41	1.6
Total	2,574	100

C. Analysis of Importance Ratings of Professional Responsibilities

In Part I of the inventory, respondents rated the importance of competence in each of the 73 professional responsibilities for entry-level massage therapists/bodyworkers. The Job Analysis Advisory Committee attempted to be comprehensive in listing the important professional responsibilities, and these efforts

produced a broad range of activities for massage therapists/bodyworkers.

Mean and variation in importance ratings of responsibilities. The professional responsibilities are listed in the table below in descending order of mean rated importance. They are listed in the order in which they appeared in the original questionnaire in Appendix I. The text of each question has been summarized. For each responsibility, the mean of average importance rating and the standard deviation are shown. The standard deviation represents the amount of variation in the respondents judgment. The scale of importance ranged from "0" (not performed by an entry-level practitioner) through "4" (extremely important). The number responding to the statements varied from 2,465 to 2,574.

**RANK ORDER OF MEAN IMPORTANCE RATINGS OF RESPONSIBILITIES**

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Question No.	Responsibilities Question Summary	Importance Mean	S.D.
65.	Provides a safe, clean, comfortable environment..	3.88	.35
67.	Checks stability of table setup . .....	3.84	.51
68.	Utilizes appropriate hygienic disposal.....	3.81	.50
73.	Abides by professional code of ethics.....	3.81	.47
66.	Maintains equipment, materials, and supplies.....	3.73	.63
51.	Answers clients'/patients' questions.....	3.69	.57
55.	Elicits feedback during session/treatment.....	3.62	.64
53.	Uses draping, pillows, bolsters for positioning..	3.59	.71
69.	Maintains appropriate apparel/attire.....	3.58	.68
26.	Determines indications and contraindications.....	3.54	.85
54.	Provides direction and support while positioning.	3.50	.71
56.	Elicits feedback following session/treatment.....	3.43	.78
50.	Provides orientation to session/treatment.....	3.41	.79
1.	Gliding strokes (effleurage).....	3.41	.94
2.	Kneading (petrissage).....	3.39	.93
70.	Promotes healthy lifestyle.....	3.37	.76
24.	Conducts interview with client/patient.....	3.35	.87
71.	Maintains current knowledge of techniques.....	3.29	.82
27.	Determines need for referral.....	3.28	.98
58.	Discusses practice policies with the client.....	3.28	.82
47.	Assesses client during actual session.....	3.24	.90
23.	Reviews client/patient completed health form....	3.22	1.10
46.	Determines most appropriate purpose of session...	3.16	.94
6.	Direct pressure.....	3.14	1.00
45.	Uses assessment information to plan .....	3.08	.97
3.	Deep friction.....	3.02	1.13
28.	Assesses by palpation evaluation.....	2.95	1.16
13.	Joint mobilization.....	2.91	1.11
61.	Provides referral to another healthcare provider.	2.91	1.12
63.	Reviews outcomes in relationship to session goals	2.91	1.00
62.	Updates history on ongoing basis.....	2.89	1.03
8.	Superficial warming techniques.....	2.86	1.06
57.	Keeps written chart notes on every client visit..	2.86	1.12
49.	Discusses assessment findings/options with client	2.79	1.09
52.	Assists client in getting on and off table.....	2.78	1.10
29.	Assesses by range of motion assessment.....	2.76	1.11
37.	Assesses potential stressors.....	2.74	1.08
38.	Assesses posture.....	2.73	1.10
64.	Interacts with primary and secondary providers...	2.73	1.13
32.	Assesses skin appearance.....	2.70	1.06
5.	Percussion (tapotement).....	2.60	1.10
25.	Checks references for possible medication effects	2.57	1.34
30.	Assesses by flexibility evaluation.....	2.56	1.16

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Question No.	Responsibilities Question Summary	Importance Mean	Importance S.D.
44.	Assesses ability to perform daily living tasks...	2.56	1.22
7.	Compression (pumping).....	2.55	1.14
4.	Vibration.....	2.53	1.10
48.	Formulates treatment plan/session strategy.....	2.46	1.17
72.	Participates in local/state/national organization	2.46	1.03
34.	Assesses structural balance.....	2.35	1.23
43.	Assesses primary cause of stress.....	2.33	1.27
9.	Jostling, shaking, rocking or oscillating.....	2.32	1.11
36.	Assesses movement patterns.....	2.26	1.23
40.	Assesses psychological and emotional state.....	2.21	1.32
33.	Assesses functional balance.....	2.20	1.24
14.	Teaches and/or recommends exercises.....	2.16	1.28
35.	Assesses muscular strength.....	2.13	1.15
59.	Provides written reports to healthcare providers.	2.13	1.32
38.	Assesses vital signs.....	2.12	1.41
10.	Connective tissue/myofascial release.....	1.93	1.41
11.	Release by position.....	1.88	1.27
60.	Writes reports for insurance companies.....	1.87	1.42
12.	Skin rolling.....	1.80	1.11
21.	Provides resources for lifestyle changes.....	1.78	1.29
16.	Performs energy balancing techniques.....	1.68	1.26
17.	Applies hydrotherapy procedures and techniques...	1.68	1.33
15.	Performs posture/movement integration techniques.	1.67	1.34
31.	Assesses energy patterns.....	1.57	1.26
18.	Applies adjunct modalities.....	1.53	1.13
22.	Performs techniques for neuromuscular facilitation	1.41	1.37
19.	Uses equipment and/or apparatus.....	1.30	1.13
41.	Assesses condition of reflexive parts of body....	1.19	1.24
20.	Provides nutrition education.....	1.12	1.23
42.	Assesses by kinesiological-type muscle testing...	1.08	1.16

Classifying the responsibilities by their mean level of importance, the following table displays the distribution of the judgments:

Level of Judged Importance	Number of Responsibilities	Percent
Extremely Important (3.5 +)	11	15.1
Very Important (2.5 to 3.4)	37	50.7
Moderately Important (1.5 to 2.4)	20	27.4
Not Performed/Of Little Importance (0 to 1.4)	5	6.8
Total	73	100

The majority of the responsibilities were judged to be very important or extremely important. Additionally, 20 responsibilities fell in the moderately important range. Only five fell in the not performed/of little importance range. The responsibilities judged most important were primarily in the areas of providing a safe, comfortable, and clean session/treatment environment, professional development/ethics, and client/patient preparation. Responsibilities receiving lower importance ratings generally dealt with session/treatment adjunct techniques and certain specific types of assessment procedures.

Agreement on importance ratings among subgroups. How well do different segments of the respondent group agree on the relative importance of responsibilities? The demographic questions included in the survey questionnaire provide us with a way to find out. We compared the importance ratings of men and women, of majority and minority ethnic groups, different age groups, practitioners in different geographic regions and locations, level of education, years practicing Massage Therapy/Bodywork, type and hours of training, practitioners in different practice settings, disciplines and organizations, and licensed versus non-licensed massage therapists/bodyworkers.

Using these different ways of dividing the respondent group, it is possible to demonstrate the extent of agreement observed. The means for the various segments of the respondent group are listed in Appendix J. The agreement index was the correlation, across the survey questions, between the mean ratings of one subgroup and another.

The correlation can range from +1.00 to -1.00, with +1.00 indicating perfect agreement. The correlations showing extent of agreement on the importance of responsibilities were as follows:

<u>Gender</u> (men vs. women):	+ .99
<u>White vs. Other Ethnic Groups</u> combined:	+ .99
<u>Age</u> (under 34 vs. 35-44 vs. 45-54 vs. 55 or over):	+ .98 to + .99
<u>Geographic Region</u> (Pacific vs. Midwest vs. Great Lakes vs. Southeast vs. Northeast):	+ .98 to + .99
<u>Location</u> (urban vs. suburban vs. rural):	+ .99 to + .99
<u>Level of Education</u> (high school graduate or less vs. some college vs. technical/vocational certificate vs. 2-year college degree vs. 4-year college degree vs. advance degree):	+ .96 to + .99
<u>Years Practicing Massage Therapy/ Bodywork</u> (less than a year vs. 1-2 years vs. 3-5 years vs. 6-10 years vs. 11-15 years vs. 16 or more years):	+ .97 to + .99
<u>Type of Massage Therapy/Bodywork Training</u> (self-taught vs. work- shops, seminars vs. school training program vs. apprenticeship):	+ .98 to + .99
<u>Hours of Massage Therapy/Bodywork Training</u> (less than 200 hours vs. 201-300 hours vs. 301-500 hours vs. 501-1000 hours vs. more than 1000 hours):	+ .98 to + .99
<u>Practice Setting</u> (private practice clinic/office vs. private practice in home vs. others):	+ .99 to + .99
<u>Massage Therapy/Bodywork Primary Discipline</u> (traditional European vs. contemporary western vs. structural integration/functional integration/movement integration vs. Oriental vs. energetic vs. eclectic):	+ .80 to + .99

Licensed vs. Non-Licensed (state): +.99

Organizational Membership (AMTA  
vs. AOBTA vs. APTA vs. IMF vs.  
Rolf Institute vs. Other): +.73 to +.99

The high correlations indicate that members of these subgroups agree quite strongly on the relative importance of the various professional responsibilities.

D. Analysis of Importance Ratings of Knowledge Areas

The Advisory Committee prepared a comprehensive list of 91 knowledge areas, organized into ten categories, that were believed to be important for competent performance of the professional responsibilities of massage therapists /bodyworkers. A committee preparing an examination for certification in the profession should consider those knowledge areas that were judged to be at least of moderate importance by professionals in the field.

Mean and variation in importance ratings of knowledge areas. The 91 knowledge areas of Part II of the survey questionnaire are listed in the table below. The knowledge areas are listed in order from most important to least important, based on the judgments of the respondents in our sample. The knowledge areas are listed in the order in which they appeared in the survey questionnaire in Appendix K. The mean importance rating and the standard deviation are shown for each knowledge area. The number responding to the questions varied from 2,434 to 2,574.

**RANK ORDER OF MEAN IMPORTANCE RATINGS OF KNOWLEDGE AREAS**

Question No.	Knowledge Areas Question Summary	Importance Mean	S.D.
109.	Hygiene and sanitation in Massage Therapy.....	3.71	.59
120.	Endangerment sites (jugular vein, eyes, etc.).	3.67	.65
103.	Contraindications.....	3.60	.74
162.	Professional standards and ethical guidelines.	3.58	.66
76.	Musculo-skeletal system.....	3.56	.67
163.	State and local laws, licensing and regulation	3.55	.74
85.	Relationship between anatomy/physio. and MT/BW	3.51	.72
74.	Structure of the human body.....	3.49	.68
116.	Basic theory of Massage/Bodywork.....	3.48	.79
142.	Client positioning, support, draping, turning..	3.42	.85
75.	Function and location of the major organs.....	3.34	.72
164.	Basic business practices and standards.....	3.32	.76
127.	Injuries.....	3.29	.87
118.	Use of MT/BW to effect soft tissue, energy,...	3.27	.86
133.	Muscle/fascia conditions.....	3.19	.89
88.	Origins, insertions, and actions of muscles...	3.18	.93
104.	Signs and symptoms of disease.....	3.14	.91
159.	CPR/Standard First Aid.....	3.14	1.03
119.	Physiological rationale of Massage/Bodywork...	3.12	.89
132.	Skin conditions.....	3.07	.93
110.	Interview techniques.....	3.05	.84
131.	Skeletal dysfunction.....	3.05	.94
137.	Circulatory conditions.....	3.05	.94
79.	Lymphatic system.....	3.03	.85
77.	Nervous system.....	3.01	.83
80.	Skin/Integumentary system.....	3.01	.85
114.	Observation techniques.....	2.99	.94
78.	Cardiovascular system.....	2.97	.82
128.	Joint disorders.....	2.97	1.04
134.	Emotional states.....	2.94	.92
117.	Technical descriptions of Massage/Bodywork...	2.90	.99
129.	Neurological disorders.....	2.90	1.03
87.	Efficient and safe movement patterns.....	2.88	.98
105.	Healing mechanisms of the body.....	2.83	.99
111.	Range of motion.....	2.83	.90
81.	Respiratory system.....	2.80	.85
82.	Digestive system.....	2.75	.85
113.	Palpation.....	2.72	1.10
160.	Scope of practice of other MT/BW disciplines..	2.64	1.00
83.	Endocrine system.....	2.60	.94
156.	Exercise methods.....	2.58	1.00
136.	Respiratory conditions.....	2.57	1.00
130.	Gastrointestinal disorders.....	2.55	1.09

Question No.	Knowledge Areas Question Summary	Importance	
		Mean	S.D.
106.	Physiological changes of body during disease..	2.54	1.03
124.	Joint mobilization.....	2.48	1.07
161.	Scope of practice of healthcare disciplines...	2.44	1.02
84.	Urogenital system.....	2.43	.98
157.	Stress management/relaxation techniques.....	2.43	1.10
108.	Medical terminology.....	2.42	1.00
139.	Hydrotherapy indications and contraindications	2.38	1.28
86.	Analysis of human movement.....	2.36	1.08
107.	Energetic changes of the body during disease..	2.31	1.10
125.	Enhancing body movement function.....	2.28	1.11
135.	Somatic holding patterns.....	2.16	1.19
96.	Oriental/Energetic manipulations/techniques...	2.14	1.29
138.	Theories of hydrotherapy.....	2.10	1.16
102.	Relationship of energetic and other states....	2.08	1.23
140.	Hydrotherapy techniques.....	2.06	1.20
122.	Energetic rationale of Massage/Bodywork.....	1.91	1.14
123.	Integration of structure and gravity.....	1.89	1.17
92.	Points (location, indication, function).....	1.84	1.22
158.	Body-oriented emotional facilitation.....	1.84	1.21
97.	Energetic anatomy and physiology.....	1.82	1.21
95.	Causes of disease (internal, external,etc.)...	1.79	1.16
100.	Energy patterns.....	1.75	1.18
155.	Nutrition education.....	1.75	1.19
121.	How to work with energy fields off the body...	1.69	1.16
94.	Organ theory (complex of associated functions)	1.64	1.14
112.	Pulse diagnosis.....	1.64	1.17
89.	Traditional Oriental medical model.....	1.63	1.14
90.	Fundamental principles (Yin-Yang).....	1.63	1.16
91.	Pathway/channel system.....	1.63	1.17
93.	Essential substances (Qi, blood, fluids).....	1.63	1.15
143.	Energy techniques.....	1.58	1.16
99.	Energetic reflex relationships.....	1.57	1.13
126.	Energy bipolar contacts on body.....	1.47	1.11
148.	Music therapy.....	1.47	1.17
101.	Element correspondences.....	1.44	1.13
98.	Energy geometries.....	1.40	1.09
152.	Electrical or mechanical massage/bodywork tool	1.25	1.06
153.	Compressive devices for points.....	1.10	1.05
115.	Measurement techniques.....	1.08	1.03
151.	Aromatherapy.....	1.05	1.00
154.	Light therapy.....	.91	.99
144.	Color therapy.....	.89	.90
141.	Colonics.....	.87	1.03
150.	Flower essences.....	.85	.92

Question No.	Knowledge Areas Question Summary	Importance	
		Mean	S.D.
148.	Magnetism.....	.79	.91
145.	Crystal therapy.....	.75	.85
146.	Moxibustion.....	.75	.91
147.	Use of Chinese cups.....	.65	.84

The number of knowledge areas receiving importance ratings at each of several levels is shown below:

Level of Judged Importance	Number of Knowledge Areas	Percent
Extremely Important (3.5+)	9	9.9
Very Important (2.5 to 3.4)	40	43.9
Moderately Important (1.5 to 2.4)	26	28.6
Of Little Importance (0 to 1.4)	16	17.6
Total	91	100

The table shows that nearly all of the knowledge areas were considered to be at least moderately important by our respondents, and that over 50 percent of the areas were rated as very important or above. Only 16 knowledge areas that fell in the "of little importance" range.

The respondents indicated that it was most important for entry-level massage therapists/bodyworkers to have knowledge of clinical pathology, Massage/Bodywork theory and practice, business practices and professionalism, and human anatomy and physiology. Knowledge areas ranking near the bottom of the list dealt with adjunct techniques and methods and Oriental/Energetic anatomy and physiology.

Agreement on importance ratings among subgroups. As with the professional responsibilities, various segments of the respondent group were compared using between group correlations to assess the extent of relative agreement on the knowledge areas that appeared on the survey instrument. The means for the subgroups are listed in Appendix L. The correlations were as follow:

<u>Gender</u> (men vs. women):	+ .99
<u>White vs. Other Ethnic Groups</u> combined:	+ .99
<u>Age</u> (under 34 vs. 35-44 vs. 45-54 vs. 55 or over):	+ .98 to + .99
<u>Geographic Region</u> (Pacific vs. Midwest vs. Great Lakes vs. Southeast vs. Northeast):	+ .98 to + .99

Location (urban vs. suburban vs. rural): +.99 to +.99

Level of Education (high school graduate or less vs. some college vs. technical/vocational certificate vs. 2-year college degree vs. 4-year college degree vs. advanced degree): +.98 to +.99

Years Practicing Massage Therapy/Bodywork (less than a year vs. 1-2 years vs. 3-5 years vs. 6-10 years vs. 11-15 years vs. 16 or more years): +.98 to +.99

Type of Massage Therapy/Bodywork Training (self-taught vs. workshops, seminars vs. school training program vs. apprenticeship): +.98 to +.99

Hours of Massage Therapy/Bodywork Training (less than 200 hours vs. 201-300 hours vs. 301-500 hours vs. 501-1,000 hours vs. more than 1,000 hours): +.98 to +.99

Practice Setting (private practice clinic/office vs. private practice in home vs. other): +.99 to +.99

Massage Therapy/Bodywork Primary Discipline (traditional European vs. contemporary western vs. structural integration/functional integration/movement integration vs. Oriental vs. energetic vs. eclectic): +.72 to +.99

Licensed vs. Non-Licensed (state): +.99

Organizational Membership (AMTA vs. AOBTA vs. APTA vs. IMF vs. Rolf Institute vs. other): +.64 to +.99

Here again we see strong agreement among the various subgroups of the profession as to the importance of knowledge required for competent performance regardless of gender, ethnic group, age, geographic region, location, level of education, years practicing Massage Therpay/Bodywork, type and hours of training, practice setting, discipline, organizational membership or licensed versus non-licensed.

**E. Suggested Examination Content**

Following Section II of the survey instrument, respondents were asked to suggest the percent of examination coverage that should be allotted to each of the ten general categories of knowledge areas. The means of these examination coverage suggestions are shown in the table below.

Knowledge Category	Suggested Percent of Examination	Standard Deviation
Human Anatomy and Physiology	24.2	13.2
Kinesiology	7.6	6.8
Oriental/Energetic Anatomy and Physiology	4.7	6.3
Clinical Pathology	6.8	5.2
Assessment Procedures	8.1	5.6
Massage/Bodywork Theory and Practice	17.9	11.9
Energetic, Structural and Functional Bodywork Theory and Practice	7.1	7.1
Recognition of Various Conditions	8.0	5.2
Adjunct Techniques and Method	5.1	4.5
Business Practices and Professionalism	7.7	5.7
100		

Here, as in the importance ratings of specific knowledge areas, knowledge related to human anatomy and physiology and Massage Therapy/Bodywork theory and practice received more emphasis, with knowledge of Oriental/Energetic anatomy and physiology and adjunct techniques and methods receiving less emphasis.

The percentages suggested for the various general knowledge categories can serve as an initial guide in the construction of certification examination specifications. A committee of subject-matter experts can select the specific knowledge areas in each category with the highest importance ratings and then construct test questions to assess those areas in numbers roughly proportional to the percentages shown above.

## CONCLUSIONS AND RECOMMENDATIONS

### A. Professional Responsibilities

Massage Therapy and Bodywork practitioners were asked to judge each of a large set of professional responsibilities in terms of their importance for an entry-level massage therapist/bodyworker. Of the 73 professional responsibilities listed, 65.8 percent were rated as being very important or higher. Only 5 of the tasks were judged to be unimportant. Agreement on the relative importance of the responsibilities among various segments of the respondent group was very high. We can conclude that the 48 responsibilities judged as very important or higher represent activities that can be used in providing job-related contexts for preparing questions for a certification examination.

### B. Professional Knowledge

The primary purpose of the job analysis reported herein was to delineate a body of professional knowledge that is judged by persons who are expert in the field to be an important prerequisite to competent performance on the job. These results provide a sound basis for identifying the content that is appropriate for inclusion in a certification examination.

Of the 91 knowledge areas included in the job analysis, 75 were judged to be of at least moderate importance. Over 50 percent were judged to be from very, to extremely important, in carrying out the responsibilities of the profession. Agreement on the relative importance of the knowledge areas was quite high among the several subgroups in the sample.

The results of the national job analysis study provided evidence for a core body of knowledge required for entry-level massage therapists/bodyworkers. However, the variation in data from the different disciplines (e.g., oriental, energetic) represented in the sample does not rule out the need for specialty examinations.

### C. Recommendations

A select Advisory Committee consisting of prominent members of the profession developed a listing of professional responsibilities and professional knowledge which they believed represented what massage therapists/bodyworkers do on the job and what they need to know to perform their responsibilities. The products of the Advisory Committee were sent to a large

national sample of massage therapists/bodyworkers. The survey results confirmed and supported the work of the Advisory Committee.

The delineation of the important dimensions and specific areas of the knowledge domain by a select committee of Massage Therapy/Bodywork professionals, verified by the judgments of a nationwide sample of Massage Therapy/Bodywork practitioners, provides a pool of job-related content to construct a certification examination. Initial guidance regarding the proportion of each of the general categories of the knowledge domain to include in the examination can be drawn from the suggested percentages of content coverage cited earlier in this report. Knowledge areas with the highest importance ratings in those categories would then form the basis of examination questions.

Knowledge areas selected for inclusion in the examination should be linked to job dimensions and tasks for which they are judged relevant by a Test Development Committee. The questions would be written, insofar as possible, in the context of professional responsibilities for which they are relevant.

A professional certification examination supported by the information collected in the job analysis will provide a job-related and content-valid standard. The job analysis has provided a core body of important tasks and knowledge areas on which there is substantial professional agreement. The establishment of such an examination will serve to advance the profession and will contribute to maintaining high standards of protection and service to clients/patients.